

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVII. NEW YORK, DECEMBER 4, 1901. No. 10.

RIVER AND BAY



Steamship cards
are only 15 cents
a line in the . . .

Philadelphia Record

This is but one of our bargains.

Our rate card contains many more. Write for it.

General display rate, 25 cents a line.

Average	{	Over 185,000 Daily
Circulation		Over 170,000 Sunday

New York Bureau: No. 185 World Building.

A Bundle of Hard Facts to Think Up Against

Pretty theories go a glimmering in the face of such an array of facts as is presented by the

PITTSBURGH GAZETTE

It is not only the oldest paper in Pittsburgh, sustained by a prestige without a parallel in the Smoky City, but it is daily gaining ground as the foremost morning medium. Look over the columns of all the other morning papers, then compare the volume of business carried by any one of them with that of the Gazette. The argument is convincing—you can't get away from the fact that the Gazette is far in the lead—and setting the pace faster every day.

**Sworn Average Daily Circulation for
October, 1901, 51,573**

W. R. ROWE, BUSINESS MANAGER.

J. E. VAN DOREN SPECIAL AGENCY
PUBLISHERS' DIRECT REPRESENTATIVES.

407-410 Temple Court,
NEW YORK.

1105-1106 Boyce Building,
CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVII.

NEW YORK, DECEMBER 4, 1901.

No. 10.

GEO. W. PARK.

HOW PERSEVERANCE AND ADVERTISING BUILT UP A BUSINESS KNOWN ALL OVER THE COUNTRY.

The business of Mr. George W. Park is the selling of seeds, bulbs, flowers and nursery stock. For this purpose he employs three separate and distinct methods of advertising. These are his catalogue, issued yearly; his advertising, appearing in a large number of monthly and other publications, mostly of large circulation; and thirdly, his own publication, *Park's Floral Magazine*. Through the operations of this trio, he has built up his trade upon the most solid foundation, and one which shows constant, healthy growth.

The foregoing facts, as well as those which follow, were imparted to the representative of **PRINTERS' INK** by Mr. Charles E. Ellis, proprietor of the quintette of publications known as *Ellis' List*. Mr. Ellis has charge of the advertising end of *Park's Floral Magazine*. Said Mr. Ellis:

"If you have no objection, I shall quote very freely from certain correspondence I have recently had with Mr. Park, part of which covers much of the information which will be of interest to **PRINTERS' INK**. During the course of this, Mr. Park has occa-

sion to mention George P. Rowell & Company, and the sincerity of the terms which he employs will atone for their warmth.

"He says, 'I began the cultivation of flowers in early boyhood, and the saving of choice seeds and advertising them soon followed. My first advertisement was a ten-line announcement in the *Rural American*, a journal published by T. B. Miner, at Clinton, N. Y. The next year, 1869, my first catalogue

was issued—a modest eight-page publication containing two illustrations, an aster and a pansy. Seedsmen were not so numerous in those days, competition was not sharp and money was plenty, so that my venture was successful from the start. In the autumn, two years later, my monthly publication was begun, under the name of *Park's Floral Gazette*. It was an eight page, three column



GEORGE W. PARK.

journal, and retained that name until the present, merely changing *Gazette* to *Magazine*. So far as I know it was the first floral publication attempted in this country. It is certainly the oldest of its class. Since the day of its starting, thirty years ago, not a single issue has been omitted.

"Mr. Park's biography and his business have been very closely interwoven. And advertising has been so bound with both that his whole story is specially relevant.

He continues, 'Beginning business so early, my school years had been curtailed, but by private study of needful branches I supplemented to a considerable degree the training that I had received during my brief school days. I had early cherished a desire for a course at an agricultural college, but with a growing business on my hands this attainment seemed at times as distant as a fairy dream. After a number of years the opportunity and the time came, however. I was able to arrange my business affairs and to present myself for admission to the Michigan Agricultural College. This was in 1882. Four years of hard study, during which time I carried on my business in Pennsylvania, followed. The college at that time held its long vacation during the winter months. These enabled me to shape my business and make

viously mentioned, was sent direct to the publisher. Advertising agencies at that time were few. But by another year, a little sixteen page pamphlet, covered with a reddish brown cover, published by Geo. P. Rowell & Company, fell into my hands. Each page contained two columns, and the leading publications of the country were described, the size of their pages, length of their lines, circulation and line price were all given, and I found it a real help in preparing a list of mediums for my little advertisement. I studied over that little book of advertising mediums during my spare moments, and I think I know parts of it by heart still. It was wonderfully interesting to my boyish mind. I have never since found anything that would compete with it.

"For a number of years Geo.



Park's Star Flower.

Free!

1st. A glorious new flower just found in the Argentine wilds.
2nd. Tropical but hardy, easily grown, grand for beds or pots.
3rd. Eight ft. high; luxuriant leaves, 2½ ft. long, 1½ ft. broad.
4th. Glowing masses of starry bloom, in huge clusters, all season.
5th. Richly and deliciously lily-scented; open day and night. See eng.

10 Cents gets a pkt. of the seeds, *Park's Floral Magazine*, monthly, on trial a year, and *Park's Novelty Catalogue*, illustrated, offering this and a host of other good things in flowers, also pkt. of New Giant Fragrant Nasturtiums. 3 trial seeds, 25 cts. See all your friends. This ad. will not appear again. Catalog and Nasturtiums free.

GEO. W. PARK, B. 33, Libonia, Pa.

Over 250,000 floral homes are made brighter and happier every month by the visits of *Park's Magazine*. It's the favorite. Try it. You'll surely like it. Reg. price 25 cts. a year. Sample free. Above is a special trial offer.

arrangements for my spring trade in seeds and bulbs. All important business communications were answered by me from the college during the months it was in session. Besides this, the editing and the proofreading of the magazine was also conducted by me from there. My advertising in the newspapers and magazines was not in the least relinquished during my college days. At their close I found my business had considerably enlarged.

"Situated in a remote, sparsely settled district, I have never attempted to do other than a mail order business. And the business I do has been built up entirely by advertising. First, by advertisements in the various newspapers and magazines to get patrons. Then by so treating these people that their trade has been retained.

"My first advertisement, pre-

P. Rowell & Company got all my orders for advertising, and to this day I cherish the most kindly and revered feelings for Mr. Rowell, who was my first schoolmaster in advertising, and whose business has been conducted simultaneously with my own during all these intervening years.

"From the time I began business, more than thirty years ago, until the present, I have not failed to be represented in the advertising columns of many of the leading mediums each season. I prefer the monthly periodicals as a class, but a well-printed weekly I find valuable, if it has a general circulation among people who appreciate it. I believe it is an axiom, that a paper is valuable as an advertising medium in proportion as it is esteemed by its subscribers, and my experience confirms this. A good, prominent

position I regard as of much more value than a common or secondary one. I believe in a change of copy—either a new advertisement or the old one in a new form. Illustrations of an apt character help to draw and fix the attention. For many years I have keyed my advertisements, and a daily record is carefully kept throughout the season and the value of the mediums according to cost determined at its close. Mediums that fall below a certain standard are discarded, for several years, or until some evidence of improved circulation prompts another trial. For my purpose I have found the highest religious weeklies and monthlies of general circulation, the widely circulated monthlies and semi-monthlies of the agricultural class, and the popular ladies' monthly journals the most profitable. The value of a medium, however, depends largely upon the amount of circulation and its quality. I have never used reading notices. I prefer my announcements in straightforward, readable, attractive display advertisements.

"During the year I issue and mail about a million copies of my various catalogues. I aim to have these neatly printed on good paper and well illustrated, and the reading original and varied in character, but I avoid fancy, expensive catalogues. A catalogue so prepared as to show that the firm has an interest in the patron's welfare, and is an enthusiastic believer in the goods offered, is far more effective, in my opinion, than an expensive catalogue abounding with fine colored plates but lacking a close personal interest. Seedsmen sometimes find it necessary from circumstances to repeat portions of their catalogue from year to year, but I believe this is always done at the loss of patronage. It is not nearly as profitable as to rewrite and rearrange the matter, introducing new engravings, new offers and new inducements. Being a practical printer myself, and having a printing office and electrotype foundry connected with my business for my own use, every page of my

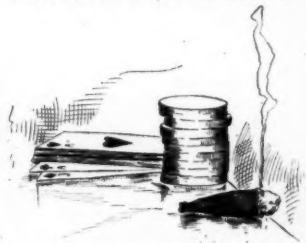
catalogues and other publications is made up under my direction.

"*Park's Floral Magazine* is a monthly publication devoted entirely to floriculture in its various phases. It is not issued to advertise my business, but to disseminate practical, useful information among those who love and cultivate flowers. In the preparation of its pages my business as seedsmen is entirely eliminated, except to a degree enjoyed by any other seedsmen. The advertising columns are open to all. For many years past I have not printed and circulated less than 353,000 copies every month, and the prospects are that in the near future this number will be considerably increased."

"I think that will give you a pretty fair conception of Mr. Park, his magazine and his advertising," declared Mr. Ellis. "I have but one or two brief facts to add. For many years the magazine accepted no advertising. But in 1893 its columns were opened, and since that time the volume of its advertising patronage has been growing steadily. During the past three years the aggregate amount of its advertising has exceeded \$100,000."

"Mr. Park's business now keeps a force of more than one hundred in constant employ. His business has outgrown Libonia, and he has recently acquired large farms and water power at Paradise, Pa., about half way between Philadelphia and Harrisburg, where large buildings are being erected. Some of them have already been finished, representing an investment of more than \$100,000."

ILLUSTRATED TRADE EXPRESSION.



"SOLD BY DEALERS."

POETRY IN ADVERTISING.

Is it not strange that, with so many advertisers endeavoring to embellish their announcements with doggerel verses, no one has thought of turning really meritorious poetry to account? There are so many lines of trade that would profit by an appeal to patrons' esthetic natures, too. How many florists have availed themselves of the volumes upon volumes of beautiful and masterful English flower-poetry that is piled upon library shelves? How many seedmen and nurserymen have used the exquisite little poems that have been written in and about gardens? How many of the great tourist and steamship and railroad companies have turned to account the many, many poems that have been written under the inspiration of the scenery of England, Scotland, Europe and the Orient, to say nothing of that of America? How many of the merchants who cater to women have appealed to brides by means of wedding poems and ballads? How many booksellers have used the poetry of books? How many of the advertisers who find spring a profitable season have made use of the poetic literature of spring?

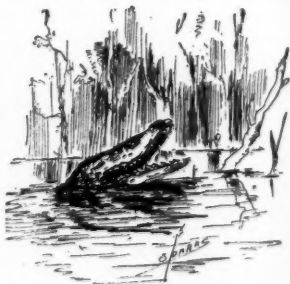
It must be confessed that English poetry is still a virgin field as far as adwriters are concerned, and that the venturesome advertiser who first enters it will have a wide domain at his command. But there is every reason why little masterpieces should be printed in booklets as an adjunct to the exploiting of one's goods. Such poems as Gray's "Elegy" are purchased in numberless editions every year in tiny volumes all by themselves. If advertisers will learn a lesson from publishers and cater to this love for such things they will reap as ample a reward. The "Elegy" itself could be turned into a very good booklet for advertising monuments. It would have to be done by some person of extremely good taste, but if it were printed in a small volume, decorated by some capable artist and gotten up in such a way that the actual advertising would be not too glaring, that booklet would

surely be preserved by almost every one who received it for its own sake. And is not the preserving of advertising literature one of the main ends of good publicity? Bryant's "Thanatopsis" could be utilized in the same way.

Think of all the fine booklets that are used every year to advertise pianos, organs and sheet music. Yet how many of them contain so much as a single line of the many poems on music? Crockery makers have never used Andrew Lang's "Ballade of Blue China" so far as I know, and yet it reads as though it were written for an advertisement for some one's ware. Then, there are the child poems of Eugene Field. Are they not as sure to touch mother-hearts as the photographs of children in the magazine ads? Jewels have been sung and resung through the centuries, yet the jewelers seem to have a fear of peeping into the old poetry books. And what manager of a seaside resort has ever availed himself of the poetry of the ocean?

The love of poetry (and especially of short poems) is universal. The most prosaic business man or car conductor is apt to have a scrap book filled with favorites that he has clipped. The works of almost any English poet will furnish material for humanizing advertisements. The anthologies are full of suggestion for booklets. If half the advertisers in the land began to utilize them to-morrow there would still be enough for all. JANET BARNET.

ILLUSTRATED WANT AD.



A YOUNG COLORED YOUTH WANTED.

Your goods
command attention
when you advertise
them in

The Sun

The best proof
is a test.

Address
THE SUN, NEW YORK.

SEEDSMEN'S ADVERTISING.

Seedsmen have paid the magazines, agricultural publications and general household mediums as much cash for advertising space as any other class of advertisers. The March, April and May issues of the magazines usually contain as many as fifteen pages of seedsmen's announcements. The object of all of these is to distribute catalogues, and three months' observation in one of the wealthiest farming regions in the United States—Floyd County, Ga.—convincing me that the advertising that interests the farmer most is that of seedsmen.

While visiting the homes of the large planters, I found in every instance a collection of seedsmen's catalogues, from five to twenty firms being represented; when the weather prevented the planter from being "out and about," I usually found him "knee deep" in these catalogues, and when I went to the country postoffice I found there a group of farmers receiving seedsmen's catalogues or registering letters to seedsmen ordering goods advertised in these books.

Seedsmen are naturally interested in the impression their advertising makes on the mind of the farmer; in having the weak features of their publicity eliminated, and in having the good points strengthened.

Taken altogether, I believe the seedsmen's catalogue, even though they are too often extravagant in word and picture, are a blessing to the farmer. They have done more than any other form of advertising to make the fields and wilderness bloom and produce bountifully, and to make the home beautiful. But there are good and bad seed catalogues, just as there are good and bad advertisers in every other line.

After a careful study of a large number of catalogues I am positive it is possible for seedsmen and nurserymen to present strong and convincing arguments and yet stay within the bounds of reason and truth.

John Lewis Childs says: "Regardless of all we can say in its praise, the plant will astonish ev-

ery one with its magnificence—so novel and so wonderfully effective, free growing and fragrant."

D. M. Ferry & Company say: "We offer you the very best seeds that can be produced and at the lowest prices consistent with the highest quality. The best is always the cheapest."

The Ferry style of writing is most effective among farmers. It is more reasonable. In appealing to people of the country it is necessary to give a sensible reason for every claim of superiority and should always perform in the field what is promised in printed matter. The idea is to create a lasting and favorable impression throughout the country. The full confidence of planters is essential in selling seeds, and it is of mighty slow growth. Of other merchandise, the farmer can judge somewhat by the sample, but no one can see any difference in seeds—the seed of a \$1,000 tomato looks like the seed of any old scrubby tomato. The planter will not know until harvest time whether he has been humbugged or not. If he finds the variety true to name, if the plant that comes from the seed does all that is claimed for it, right then and there the farmer is your friend. If otherwise, you've lost a customer and put a bad taste in his mouth that will come to him every time he hears the seedsman's name, or sees any of his advertising. A bad impression remains with a farmer as long as he lives.

The farmer who buys the seeds is not the green youth who keeps the "Free" mail order fakir going, but he is the boy's father. Several years ago he graduated from that class of ignorant buyers. The farmer is willing to pay a fair price for whatever he wants, and he wants the best to be had in the seed line.

Printing and distributing catalogues is expensive, and it can not be kept up long unless it pays the seedsman, and it will not pay him unless it pays the farmer. Value for value is the rule.—*Advertising World*.

THE merchant who does not advertise saves a lot of clerk hire.—*Salt Lake Tribune*.

"PRE-EMINENTLY AT THE HEAD."

**The Nashville Banner is a Progressive,
Decent Newspaper."**

Viewing the newspaper field of the South from an impartial standpoint, the eye naturally drifts toward the NASHVILLE BANNER, not that there are not others, but because the BANNER stands pre-eminently at the head of the afternoon newspapers. Even in New York and other large cities of the East one will scarcely find a better afternoon daily than the NASHVILLE BANNER. It is not surprising, therefore, that its circulation is so extensive and patronage so large. If we were asked to name a list of successful newspapers in the South we would put the BANNER very near if not at the top. And the BANNER deserves it. It is a progressive, decent newspaper of which its editor and owner may well feel proud.—*Murfreesboro Our Country.*

*The Banner guarantees its circulation to
be more than double that of any
other Nashville daily.*

S. S. VREELAND,
Eastern Representative,
150 Nassau Street,
New York.

NASHVILLE BANNER,
E. M. FOSTER,
Business Manager,
Nashville, Tenn.

J. M. THORBURN & CO.

THE METHODS AND PUBLICITY OF A
FIRM WHO ROUNDS OUT A CEN-
TURY IN A FEW MONTHS.

The representative of PRINTERS' INK who called upon J. M. Thorburn & Company, 36 Cortland street, New York, now a corporation, found Mr. F. W. Bruggerhof, president of the company, very averse to publicity. It was not until the matter had been made clear to that gentleman, and the superiority of the methods of the Little Schoolmaster explained that he waived his scruples, whereupon the representative was first referred to the handsome one-hundredth catalogue of the concern.

For, be it prefaced, the firm of J. M. Thorburn & Company will in a few months celebrate its centenary. The concern was founded in 1802 by Mr. Grant Thorburn, "a man of probity and worth," who at that very time was disputing with "William Cobbett as to which of them first introduced rutabaga seed to America," so says the catalogue.

In 1835 Grant Thorburn retiring, he was in turn respectively succeeded by his son, George C., and his grandson, James M. In 1849 Mr. F. W. Bruggerhof, president ever since the incorporation, became connected with the house, and its history the past 52 years has been one of constant progress. The following interview has been confined closely to the publicity question, and is told as far as possible in the gentleman's own language.

"Compared with some other houses," said Mr. Bruggerhof, "we do very little advertising. We restrict ourselves rather closely to horticultural and agricultural publications, year after year, during certain seasons. We never use general publications. Our advertisements are invariably in the display form, the reading notices which appear being complimentary. I really cannot say whether either of the two bring us results, since we do not attempt systematically to find out—that is, we do not keep at all."

"But your catalogue——"

"Oh, in that form of advertising we do very considerable. I think this year's edition of the Thorburn catalogue is the finest one ever issued—the most comprehensive and instructive, especially on our specialties, vegetable and flower seeds. We do not feature tree, grass, clover or other seeds to such an extent. We distribute our catalogues by the two methods of second class mails, and over the counters of this or our branch stores. We give a number to dealers who handle our seeds exclusively, putting their imprints on when desired.

"Our trade? It not only extends over all parts of this land, but over the entire world—in England and throughout Europe, Australia, South Africa, South America, Central America and the West Indies, especially Cuba. This trade came to us by degrees, gradually grew up during our hundred years of existence.

"Regarding our lists, these, too, are matters of growth. They have been acquired by time. We add and eliminate names constantly, and keep them as scrupulously perfect as possible. Our trade is divided into wholesale and retail—private consumers and estates belonging to the latter classification, while dealers and jobbers belong to the former. More than two-thirds of our trade is at wholesale. We've given up drummers to the wholesale trade entirely, and only use them for the retail limitedly, relying almost entirely on our catalogues. More than one catalogue? We have a dozen. There are, for instance, those for foreign trade. Then there are a number of minor ones for domestic trade, all published at different seasons. Here is one designed, for example, for market gardeners. Prices for him range between those for the dealer and those for the purchaser of seeds for their own use. Then there is our so-called 'chocolate list,' because, you see, for the past forty odd years it has been distinguished by that chocolate-colored cover. This is not embellished, it being simply a price-list to the

trade. So, too, with this preliminary catalogue, called our 'yellow list,' which gives the probable prices, anticipating those which will rule during the season, and based on the estimate of what crops will be. Dealers often order on this, but the prices are subject to change. Quite a speculative vein to this trade. As for our main catalogue, that is a new publication from cover to cover every year.

"We cannot tell whether a catalogue with such ornate plates pays. But we are satisfied, and would not have them less attractive, even if this meant a large saving. They have been very generally admired. They are the work of an expert photographer in this line, who is ordered to spare no expense to achieve these results.

"Seeds are rather peculiar articles of merchandise. You will recognize that since they are only used for a very short time each year, the advertising is restricted to a brief period. And consequently, too, we are only busy a short time. Fortunately, as far as J. M. Thorburn & Company is concerned, our trade is so enormous and so distributed over all parts of the world that we are busy at all times. For instance, in Cuba they just finished sowing seed last month, while we were doing that in May. Then Australia and South Africa have their spring when we have autumn, and vice versa."

J. M. Thorburn & Company had a half-page advertisement in the New York *Evening Post's* hundredth anniversary number, Saturday, November 16. In this, among other facts, they state that "Thorburn's seeds were the only seeds to be had in New York a hundred years ago," and allude that they were awarded gold medals at the 1900 Paris Exposition and at this year's Pan-American.

The most prominent and un-failing characteristic of a PRINTERS' INK baby nowadays seems to be its particular form of the ghastly advertising fable—and its particular form of apology to George Ade.

Heavy Crops

FROM
ADVERTISING SEED
SOWN IN



Farm Journal

EVERY good farmer has learned that it pays best to cultivate closely his most fertile ground, and to sow most of his seed there.

Seedsmen who have learned the same lesson avoid waste in their advertising by concentrating on "FARM JOURNAL."

Here is what some of them say about results:

One advertisement in your paper sold more plants than all our advertisements in other papers put together.—W. L. COOVER, Englishtown, N. J.

The results from our advertising in FARM JOURNAL have exceeded any previous record.—SLATMAKER & SON, Dover, Del.

The two little ads in the FARM JOURNAL gave us the best returns.—FARMER SELL CO., Fairbault, Minn.

FARM JOURNAL is most profitable to us of any paper ever tried, without exception.—L. L. OLDS, Clinton, Wis.

For our inch advertisement running in FARM JOURNAL we are receiving as many replies as from nine other high-class farm papers.—OSAGE NURSERIES, Osage, Iowa

My advertisement of seed wheat has been very satisfactory, each dollar invested bringing me orders amounting to \$25.00, and if my circular had been more carefully prepared I feel sure my returns would have been doubled.—W. R. KNOX, Intercourse, Pa.

FARM JOURNAL has the largest circulation of any farm paper in the world. It goes entirely to those who plant seeds. Its "Fair Play" guarantee gives it the confidence of all readers. It does not compete with advertisers by offering seeds, etc., at premiums. These points make it

THE FERTILE FIELD FOR SEED

ADVERTISERS:

January number, 500,000 copies, \$2.50 line
Feb'y number, 500,000 copies, \$2.50 line
March number, 600,000 copies, \$3.00 line
April number, 500,000 copies, \$2.50 line

Form close 10th of the preceding month unless all space is taken sooner.

WILMER ATKINSON CO.

Publishers Farm Journal, Philadelphia

SOME INTERESTING FACTS ABOUT SEED ADVERTISING AND MEDIUMS.

Wm. Elliott & Son, 54-56 Dey street, New York, spend about \$10,000 each year for seed and bulb advertising. As with practically all seedsmen, their business and publicity hinge upon their annual catalogue, and every line of newspaper or magazine space used by them is made to lead up to its mailing.

The Wm. F. Simpson Agency, New York, places and plans all of the firm's publicity, and Mr. Simpson's experience in seed advertising has taught him that the seed catalogue, in its present stage of development, is radically wrong in the particular of cover. The colored covers of seed annuals are famous all over the land as rare material for children's scrap-books. Youngsters have learned to make a practice of getting as many catalogues as they can, cutting out the cover pictures and throwing the rest of the book away. As these volumes cost anywhere from ten to twenty-five cents each, the economy of keeping them out of the hands of disinterested inquirers is apparent. Consequently, each ad put forth for this firm is in the form of an offer of ten cents' worth of seed or bulbs. People who really want the catalogue for legitimate purposes never hesitate about sending the dime. The seeds sent in return are well worth the money asked, and as a result the catalogue is given away to people who will become customers. The "afterclap" from this method of advertising proves conclusively that it is right—at least so far as this firm is concerned.

Farm papers have been used experimentally to a limited extent, but do not reach the people that are most profitable for the firm at as reasonable a rate as some other publications. Little attention is paid to the farmer's trade, and appeals are made almost exclusively to women, they being the natural buyers of flower seeds. Therefore, the appropriation is spent largely with leading magazines and certain dailies.

In the former class the firm

finds the *Ladies' Home Journal*, *Delineator*, *Woman's Home Companion*, *Century*, *Harper's*, *Munsey's* and *McClure's* most profitable. *Munsey's* is notably good for reaching housewives. These publications are used in the spring, as well as in the fall, when the bulb trade is most active. Each spring a list of New England dailies and weeklies is used for three months, two-inch single column ads being run along the same lines as those in the magazines. The *New York Journal* and *World* are also used largely during the same period, and Mr. Simpson believes them the very best mail order mediums in New York. They go all over the country, reaching farther every year, and seem to be the successors of the magazines in this particular trade. Many small, irresponsible seed firms have come into the magazine field in the past decade, filling their "unprecedented bargain offers" with worthless stock. Naturally they have hurt the trade of reputable houses, and the principal damage seems to have fallen upon the magazines. The Sunday editions of the *World* and *Journal* "pull" phenomenally. A carnation offer in the *World* last spring, which was inserted in no other publication, brought over 1,500 replies, each with its accompanying dime.

Keying is done with figures and the insertion of such special offers, and results are closely traced. Upon the tracing of results depends much of the success of a business that relies so much upon direct sales. The firm is one of the oldest of New York's old seed houses, having been in the trade over fifty years.

THE following bit of double entendre is taken from the folder of an advertisement writer who is, palpably, very young—and who means much more than he succeeded in saying, beyond doubt: "If you are spending money for publicity in any shape or form I can help you. I am not one of the 'know-it-all' tribe of 'advertising experts,' but I do know how to do this—and would like a chance to prove it to you."

Advertisers Prove Circulation.

...A RECORD BREAKER...

The Minneapolis Journal

In October, 1901, Gained 211 Columns
of Advertising Over October, 1900

Advertisers prove the circulation of The
Minneapolis Journal by using it more
than any other paper in the Northwest.

THE MINNEAPOLIS JOURNAL carried 1,215 Columns Advertising in October, being 75 per cent more than the nearest Minneapolis daily competitor and 25 per cent more than any Minneapolis daily and Sunday issues combined.

It runs more classified "ads" in six days than any Northwestern daily and Sunday combined.

Therefore it must be the leading want "ad" medium of this great section.

The Sworn Daily Average Circulation
of The Minneapolis Journal
for October, 1901, was ... 51,550

THE LARGEST GUARANTEED CIRCULATION
OF ANY DAILY IN THE NORTHWEST.

Foreign Advertising Department : : : : C. J. BILLSON, Mgr.

NEW YORK OFFICE: 80-87-88 Tribune Building.
CHICAGO OFFICE: 308 Stock Exchange Building.

A BOOK FOR THOSE WHO ADVERTISE TOBACCO.

Upon its advertising side tobacco is something more than a commodity. It has a history and a literature. There is a sentiment toward it that is accorded to no other article of merchandise. It has outstripped wine, tea and coffee in the affections of a large part of mankind.

It is very natural, therefore, that the best tobacco advertising should be that which deals with the "divine weed" from this sentimental side. Smokers prize little booklets containing tobacco history, lore or wisdom, and in even so hurried a thing as a newspaper ad it is not inapropos to introduce a scrap of the interesting information that has grown out of tobacco.

The materials for such advertising have heretofore been somewhat scattered. But in a recently published treatise upon and history of tobacco, "The Soverane Herbe," by W. A. Penn (E. P. Dutton & Company, New York), they have been brought together, made into an entertaining book, indexed and laid ready to the hand of any adwriter who wishes to use them in tobacco advertising.

Almost any one of this volume's 320 pages will furnish suggestions and matter for tobacco, cigar, pipe or cigarette brochures. The first five chapters treat of the history, myths, legends, traditions and anecdotes of tobacco, its introduction into Europe and its transplantation over the whole world, the penalties that were laid upon its users by churches and governments in early centuries, its fight for social recognition in England during this century, its use as a medicine and much other little-known data concerning it. The single fact that the word "nicotine" comes from the name of the French nobleman, Nicot, who sent seeds of the plant to France in 1560, would enliven the most matter-of-fact cigar ad and give it human interest.

In Chapter IV the plant and the methods of cultivating it are described fully and succinctly, while in the next chapter Mr. Penn

takes up the subject of manufacture, giving interesting particulars concerning the preparation of shag, bird's-eye, cavendish, latokia, burley and other brands, as well as some pertinent information concerning the purity of the manufactured tobacco of to-day.

Then follow two chapters upon the history, manufacture and fashions of pipes of all ages and climes, illustrated with four plates. Chapter X treats of cigars, Chapter XI of cigarettes, with direct testimony as to the purity of cigarette papers. The final chapters of the book deal with the statistics of tobacco, duties, taxes, its influence upon national character, its literature from the times of the anti-tobacco pamphlets to the last thing of Kipling's and Barrie's; its connection with great men, the traditions and lore of snuff, snuff-takers and snuff-taking, and the adaptability of the weed to our modern age. Mr. Penn is a hot partisan for tobacco. He believes that it is displacing drink largely, being more in esteem with society, and he devotes two chapters of his book to a consideration of tobacco from the standpoints of hygiene and health. Most of the harsh things that have been said about the weed are refuted with counter testimony of equal weight.

Almost any paragraph in the book can be used as an ad, with a little judicious editing, and almost any chapter, properly dressed in a neat booklet, illustrated and given an attractive title, would find favor with every man who smokes. The very sentences lend themselves to the uses of the adwriter, and he would be hardly worthy the name did he not find material for his campaign in "The Soverane Herbe." Fairholt's "Tobacco," published in 1859, was the last book that treated tobacco in adequate fashion, and this new volume contains much more that has never been collated before.

ADVERTISING cannot be expected to pay from the day of the first insertion any more than the average retail business can—and it is a well-known fact that most successful retailers lose money on the first year's business and sometimes on the second and third.—*The Advisor.*

The Pittsburg Press

IT HAS THE LARGEST CIRCULATION IN PITTSBURG.

ITS CIRCULATION IS FROM TWENTY-FIVE TO FIFTY PER CENT LARGER THAN THAT OF ANY MORNING PAPER.

VERY MUCH LARGER THAN THAT OF ANY OTHER AFTERNOON PAPER.

MORE THAN TWICE THAT OF ONE OTHER AFTERNOON PAPER.

AS LARGE AS THAT OF ALL OTHER AFTERNOON PAPERS COMBINED.

CARRIES MORE ADVERTISING, DAILY AND SUNDAY, THAN ANY OTHER PITTSBURG PAPER.

EMPLOYS THREE GREAT QUADRUPLE PRESSES DAILY.

IS THE BEST NEWSPAPER IN PITTSBURG.

BY ALL ODDS THE MOST POPULAR PAPER IN PITTSBURG.

IS THE OFFICIAL PAPER OF THE CITIES OF PITTSBURG AND ALLEGHENY AND OF ALLEGHENY COUNTY, AND IS ACKNOWLEDGED

THE FOREMOST "WANT" MEDIUM.

YIELDS THE ADVERTISER THE LARGEST RETURNS.

C. J. BILLSON,

Manager Foreign Advertising Department,

Tribune Building, New York. Stock Exchange Building, Chicago.

ADVERTISING FROM THE STAGE.

There would appear to be a growing faith in the efficacy of stage mention of advertised goods, for there are several houses now paying members of theatrical companies to introduce the name of their products in the course of the performance. It would be impossible to estimate the effect of this advertising, for we have never yet heard of a person asking for an article in a store and saying that he or she had "heard the name mentioned at the Sunburst Theater, etc."

But that there must be something in this method of publicity is partly proven by the fact that it is being done by some of the best known advertisers, notably by the H. J. Heinz Company, of Pittsburgh. The allusions on the vaudeville stage to the "57 Varieties" are getting to be quite numerous, but they are arranged so skillfully arranged in the dialogue that the mention appears incidental.

I believe it was Adams' Tutti Frutti that first made a big play for stage mention; indeed, I have been credibly informed that more than one entire show was financed by this concern, in lieu of the advertising of Tutti Frutti that was done upon the stage. "Bonnie Thornton" was the original "Tutti Frutti Girl," and she made the famous brand of chewing gum known from the Atlantic to the Pacific with her celebrated song and dance.

Some of the best known brands of wine have been successfully advertised from the variety stage; indeed, the merits of the wine have been woven into very acceptable verse and set to still better music. The latter is usually the true test of a song's success, and with a catchy air these songs have been made very popular in years gone by. Foremost among these successes were "Clicquot," which was written to a very catchy galop tune; "Moet & Chandon," and "Sparkling Moselle." "Bass' Bitter Beer," was also treated in the same way, and the air became

so popular that the street organs soon had it.

Talking with a variety singer the other day I was surprised to learn from him that in many theaters no advertising song would be allowed to be sung under any circumstances, and in a great many others if the singer is permitted to use the song he must pay the house management a percentage of his receipts from the advertiser. These remarks also apply even to the casual mention of an advertised article in a dialogue. From this it will be inferred that advertising from the stage is not a very cheap proceeding, especially when, as in the Heinz case, a dozen or more artists are being paid to mention the articles.

It may, however, be a very good form of auxiliary advertising, although one is tempted to think that, when enjoying a performance, the mention of some commercial commodity sounds like an intrusion. Again, it is liable to be forgotten almost as soon as uttered by the performer, unless it be wittily or appropriately introduced. Under any circumstances the successful mention from the stage of any article will depend upon how popular the article is, and how well it has been advertised generally. It would be folly to name an unknown, or imperfectly known article, for the reason that few, if any, in the audience would understand what was meant by the allusion.

The writer is inclined to believe, however, that oral advertising on the stage will never become too common, and this opinion he holds for many reasons. In the first place, the theater-going public will not stand for this kind of thing. If there be too much of it, there will quickly be a protest, and the theater permitting the advertising "gags" in any quantity would soon be boycotted.

THE bars of tradition and convention are being rapidly let down as far as advertising is concerned. More and more professional men advertise. And they advertise more. Surely the twentieth century promises to be inconoclastic.

Cleveland Grows Fast!

The Plain Dealer Grows Faster.

THE Daily Average Circulation for the first week in January, 1901, was **44,785.**

The Daily Average for the last week of September was **55,044.**

Daily Gain in Nine Months, 10,259.

The first Sunday in January was 37,926.

The last Sunday in September was 50,590.

Sunday Gain in Nine Months, 12,664.

The average of the first and last weeks of the period was used instead of the average of January and September, because the average of the entire month of September was made abnormally large by the G. A. R. Encampment and the news of the assassination of President McKinley. The average of the last week of September was normal.

C. J. BILLSON, Manager,

FOREIGN ADVERTISING DEPARTMENT,

**Tribune Building,
NEW YORK.**

**Stock Exchange,
CHICAGO.**

WHAT THE PRICE-TICKETS SAY.

Retail tradesmen are inclining more and more to the view that it is wise to attach price-tickets to their wares wherever and whenever it is practicable. Indeed, even the exclusive ones, who used to think it more or less derogatory to place tags on anything, are disposed now to adopt them.

There is more wisdom in doing so than will appear on first thought. Price-tickets are not only a guarantee of good faith, but to any one who is disposed to go into the philosophy of the subject, they mean a whole lot that does not appear on the surface.

Wherever placed, whether in stock, in show-case or in window, they attract and hold the attention a little longer than the goods alone would do. This of itself may be only a little thing, but even aside from the price it is an advantage, for it tends to a little closer examination of the article. This naturally tends to a greater chance of their purchase, for goods so marked are show goods per se.

Price-tickets are imparters of information. Every bit of information imparted is something, whether consciously or unconsciously relished by the shopper. Little stress is laid on what is an undeniable fact. This is that the average person does not like to ask questions. And whether he or she acknowledges it or not, is very grateful at having it supplied. This is all the more so on such an important point as price. Indeed, on this matter people are all more disinclined than on any other. Almost every one has felt impelled to walk into a store through seeing an article with a price-ticket attached displayed in the window, whereas had this not been plain to view, he would not have ventured in at all. I know this to have been a fact in my case. So that it is safe to say that the price-ticket is often a maker of sales.

Then the price-ticket is without any doubt a direct invitation to you to make a comparison. Here it speaks as plainly as though the words were printed in letters large enough for you to read

across the street, "My price is so and so. I am sure you will find nothing in any other store in town to beat me. If you find the identical article anywhere else, it will cost you more. Or if you find something marked at the same figure, it will be distinctly inferior."

Thus the price-ticket has become a distinct challenge. It is a challenge which without your own knowledge enlists you on its side. For it is human nature to become a partisan when you are an onlooker of a bold and straightforward action. It strikes you that the attachment of the price to the goods is a frank course, and thus it enlists your sympathy. Of course this may appear like a dip into psychology, but when you dive deep into motives and emotions concerning the most trivial matters, you will find an underlying chain to the full as complicated as this, and so one may pardon this analysis.

Then again, going a step farther, price-tickets are a courtesy. They are a distinct invitation to you to step into the store. You cannot possibly receive a plainer one. This is so obvious that it requires no further explanation.

In addition to all the foregoing, price-tickets tell one more fact in unequivocal terms. They inform you that the proprietor of the establishment is a man who is thoroughly confident of himself. He is a man of decision. He buys with judgment, selects the proper wares for the custom to which he caters, adds the margin to which he is properly entitled—enough to cover the expenses of the business and a living profit for himself—and offers the goods at a figure at which his customer may feel secure that he is getting his honest money's worth. This is what the price-ticket tells to all who will listen to what it says. Perhaps it tells more, but surely this is sufficient to justify its general adoption.

PEOPLE go to newspapers for information. If your advertisement does not appear, they naturally infer that you have nothing of importance to say.

SEEDMEN AND NURSERYMEN

Will find the
WEEKLY KANSAS CITY JOURNAL
A Splendid Result Getter,

reaching as it does the prosperous farmers and fruit growers
of Missouri, Kansas, Iowa, Nebraska, Arkansas, Texas,
Indian Territory and Oklahoma.

JOURNAL CLAIMS ALWAYS BACKED BY RESULTS.

Established 1877
Incorporated 1888



STORE 613-615 LOOMIS ST.
WAREHOUSE FOR 20-20.5 8" BY
GREENHOUSES-WALKUT HILL
SEED FARMS SIX MILES WEST.

LARGE ILLUSTRATED

ADVERTISING
FREE



Des Moines, Iowa

Oct. 16, 1901.

Weekly Journal,
Kansas City, Mo.

Dear Sirs:-

Your card at hand and on looking up record we find that your paper gave us most excellent returns last year, and we have 610 inquiries credited to it. We have written our advertising agent the Frank B. White Company to reserve 150 line space for us, and we will increase it as soon as we begin figuring on our advertising for the coming season.

Sinc. by C. M. F.

Yours respectfully,

Iowa Seed Company

Per *Chas. H. Boye*

140,000

GUARANTEED CIRCULATION

substantiated to the satisfaction of
every advertiser by postoffice weights.

THE KANSAS CITY JOURNAL

DAILY, SUNDAY AND WEEKLY.

THE J. E. VAN DOREN SPECIAL AGENCY,
Publishers' Direct Representatives.

EASTERN OFFICES,
407-410 TEMPLE COURT

NEW YORK.

WESTERN OFFICES,

1104-1105 BOYCE BLDG.

CHICAGO.

OVERSIGHTS IN ADVERTISING.

They are not always preventable—these oversights, but they are frequently amusing to the public who reads them, and very jarring to the advertiser when he finds out his mistake. As a general rule, undue haste is the cause of most of these oversights, but sometimes it might be pure ignorance—the advertiser didn't know any better.

That, of course, was not the case with our friend Mennen, the Talcum Powder man of Newark, who had an illustrated sign in the cars all during the summer headed "For American Beauties and American Babies." The card showed the powder being used by a beautiful belle and also by a young mother upon her baby, and the text ran, "Good for chafing, tan, and after shaving." It was natural that people wondered what a beauty or a baby would use on the skin "after shaving."

A Brooklyn man some six or seven years ago offered men's dress shirts at 67 cents apiece, and, after describing them in glowing language, closed the ad with the line in big type, "We will forfeit a dollar to each purchaser if he or she is not satisfied."

That advertiser paid out about sixty dollars on complaints the next day before he came to the conclusion that his rash offer was an "oversight" of the most costly character. The shirts were good value, but it paid the purchasers to be dissatisfied.

Another oversight in advertising that has lately disgusted a good many of the retail shoedealers of New York is the published offer to "polish shoes free of charge." Any purchaser of shoes in the store was, by the advertised offer, entitled to have the shoes shined "as often as he wanted." Some of these buyers "patronized" the free shines four, five and even six times a day, I am told, and this particular firm found that its "free shines" in its two stores were costing it about \$5,000 a year, and the expense was naturally growing bigger! Now that the "oversight" has become apparent a fel-

low has to pay for his shoes being shined in these stores, and as a consequence the trade—and the expense of it—had fallen off.

Not many months ago an English advertiser of great prominence had a new advertisement designed by a prominent artist. The drawing was excellent, and it was passed on right away, sent to the electrotyper's, and a great number of electros made and sent out to the different publications it was to be used in. Just before going to press one publisher saw that there was no name or address on the ad, and that without the same the announcement would be useless. He telephoned the advertiser, who saw the "oversight" at once, but too late to stop the ad appearing in over a hundred different papers. To save redrawing and a lot of time and trouble he had to take four additional lines at the foot of the ad for the name and address, but the ads already published were, of course, wasted. The "oversight" cost him \$2,000.

Right here in New York one of the department store writers told in the ad one Sunday that he had the "very best" kid gloves at \$1.10, and in the succeeding line he said he had some "slightly better" at \$1.25. When one can beat the "very best" with something "slightly better," it is about time to call a halt. A similar error was perpetrated by the Western hotel man who advertised that there was "no place like home except Plant's Hotel, and that beats it."

A Baltimore druggist ordered five million labels, which read, "Powder—to be taken internally." When the order was delivered it was found that, by the oversight of the proofreader, the "t" in the last word was represented by an "f," which somewhat altered the meaning and spoiled the job.

In advertising, more than in other kinds of literary work, it is of the greatest importance to be thoroughly sure that all the matter reads correctly before finally committing to the press.

THE right article, at the right time, in the right medium, at the right price, is perennially right.

Quality and Quantity
 THE PRICE OF
**THE DETROIT
 FREE-PRESS**

REMAINS AT THREE CENTS A COPY.

Its readers are the Intelligent and Prosperous people of Detroit and Michigan. For more than 70 years they have been able and willing to pay a reasonable price for the best newspaper in Detroit.

IT CONSERVES

The BETTER Interests of the Advertiser, and

COMBINES

The BEST Interests of Advertisers and readers.

CIRCULATION:

Daily, - - - - -	42,500
Sunday, - - - - -	52,900
Twice-a-Week, - - -	91,600

The Twice-a-Week Edition has more than Local or State Prestige. It is a National Distributer for Advertising Mail Order Houses and General Advertisers. They find it a Profitable Medium.

J. E. VAN DOREN SPECIAL AGENCY,

Direct Representatives and Managers Foreign Advertising,

Boyce Building, Chicago, Ill.

Temple Court, New York.

HINTS ON CATALOGUES.

A catalogue is a book that is to bring business.

In your catalogue you describe the advantages and peculiarities of your goods. The facilities you have for their uniform and perfect production.

In it you illustrate them in all the detail of their manufacture, and in all the beauty of their finish.

In it you endeavor to convince the reader, by all the means in your power, that the goods you make, or sell, are the ones that will suit his purpose best, regardless of the claims of any one else in the world.

The catalogue is a list of goods, a description of goods. A presentation of the selling points of goods.

It is a silent drummer.

The catalogue is to a great extent an aid to the drummer, in your interest. But it is also, although he knows it not, one of his greatest (personal) enemies.

The catalogue works for you all the time, the traveling man, at times, for himself.

"Good-will" is always considered in the assets of a successful business; but if the good-will depends upon the traveling men, it hangs upon a thread. Part of your business belongs to him. If he leaves you, it goes with him. Cases have been known where traveling men have combined and forced an increase of salary or commission from their employers under threat of resigning in a body and carrying their trade to competitors.

Had such a house been doing good catalogue (and other) advertising, the advance need not have been granted. The "good-will" would not have depended upon the traveling man: The catalogue would have held the trade.

The catalogue is a trade bringer, and a trade holder. The better it is treated, the better it will treat you. The better it is dressed, the better it will represent your prosperity; the more it is trusted, the more it will do for you.

It is the only one of your employees who will never leave you

for another, never die, never betray you, and upon whose zeal in your behalf you can entirely and implicitly rely.

* * *

Writing a catalogue or preparing the matter for it is so important that a few words on this head merit attention.

Years ago the catalogue got its name from what it then was—a list of goods, with their prices.

To-day it is much more than that.

It has to give not only a description of the goods, but also the advantages they possess over others of an apparent similarity.

It is the difference between old-fashioned and modern advertising.

The man who writes a catalogue which is to bring business and sell goods, must be above all things else a practical, hard-headed business man.

A novelist will not do.

A newspaper writer will not do.

A litterateur will not do.

None of these people will do, unless they are first of all business men, and after that writers.

Indeed, plain, common, ordinary, everyday, hard-headed, business men can often write better catalogues than litterateurs, because the writer, too often, strains for effect. The business man states plain facts as he knows them.

Plain language is the best.

Florid word architecture is out of place in a business catalogue.

Still, the business man often has no time to devote to preparing the matter for his catalogue as competition requires it to be prepared in these days. No time to lend to the petty detail of illustrating, engraving, arranging, proofreading, etc. No time to interview the many people, all of whose work goes to make up the perfected catalogue.

In such a case he will do well to employ one who knows about catalogues, and whose experience in business, in printing and advertising will make his services valuable.

But if you write your own catalogue, tell the truth plainly.

Tell how you make your goods

or how they are made for you. Describe them without undue floweriness, but carefully and strongly.

Put some of your business enthusiasm into it.

Speak to your reader as if he were before you.

Never mind the words; they will come to you.

Tell the truth.

* * *

The vaguest ideas are afloat in the minds of most business men on the subject of catalogues.

As a rule, when a man wants a catalogue, he calls in half a dozen printers. He tells them: "I want a catalogue. It should be about 6x7 inches, contain about 28 pages, be printed in two colors of ink, on paper that is somewhat like this, and I will supply the cuts."

Away go the printers, each with a different bee in his bonnet, each working on a plan of his own.

Pretty soon they are all back. Their figures are all different. How could they be else? They have different ideas.

They may be figuring on different papers, on different inks, on different speeds and carefulness of presswork, and yet the inferiority of the cheap work as compared with what the highest man had figured on might not always be patent to the inexperienced eye and judgment when the work was done unless the same job, done by the two printers, were placed side by side and compared.

I wish to impress upon the reader the danger of being misled by "figures."

The cheap printing may seem to

do very well, but if you had paid the extra sum you would have got "value received." It is safe to say that it would not have been all profit to the printer, but rather better material, more care, a finer finish, an intangible result of superior quality as hard to explain as that superiority which we term "good breeding."

It is not safe to figure competitively on your printing. You don't buy clothes that way. You get a tailor that suits you, and stick to him. The longer he does work for you, the better he learns to fit you.

Your printing should fit your business as your clothes your body. If you wish to sell high-class goods, and keep up your prices, you must have high-class printing. You can't get it by figuring. The best printers, who do the highest grade of work, are the ones least able to make competitive figures. They can't do it and keep up the quality of their work.

So my advice, learned in many years of experience, in business and printing, in buying printing for all sorts of catalogues, booklets, folders, circulars, aggregating over a million dollars, is this: Get a good printer, and stick to him. Don't figure.

But if you must figure, why, do it intelligently, that it shall be at least as fair as possible, where so much depends upon the temperament and ideals of the printer.

Let the paper and binding be the same without possibility of mistake. Let the presswork be the same, if you can gauge the capacity of the competing printers for doing the same presswork.

In no other City

Can households and families be so generally reached by a single medium of advertising as can those of Washington through the columns of THE EVENING STAR. As business brings THE STAR'S advertisements are without a parallel.

M. LEE STARKE, Representative, { New York, Tribune Bldg
Chicago, Boyce Building

WITH ENGLISH ADVERTISERS.

By T. Russell.

Yesterday, the twelfth day of November, was remarkable for having seen what is, I believe, the world's record advertisement—at least, that is what I called it to a London morning *Leader* reporter who called in the afternoon to invite my views upon it for publication as London correspondent of PRINTERS' INK. The *Star* is a four-page evening paper, the most important and widely read evening paper in the British Empire; but the *Star* of that afternoon contained one advertisement, or rather a series of advertisements of one article occupying four entire pages, and the paper had to print four extra pages to put the rest of the advertising and the news matter upon. The article thus advertised was Godfrey Phillips' Guinea-Gold Cigarette, and the history of the affair is in every respect interesting even apart from the fact that it produced the record daily paper advertisement.

* * *

As I explained in a previous letter, Ogden's Guinea-Gold Cigarette, the biggest thing in the English tobacco trade, was recently bought out by the American Tobacco Company. But owing to a peculiarity of our trade-mark law, with which I need not trouble you, two firms, Ogden's and Godfrey Phillips', have equal rights in the words "Guinea Gold," and the latter firm is making a big push to freeze the other out. On the same day the American Tobacco Company had four pages in another London evening four-page paper, the *News* (also enlarged for the day) for Ogden's; but of course the major triumph was with Phillips, who captured the *Star*—in all senses of the term a bigger thing than the other paper.

* * *

So much for big things. Let us have a look at a few interesting small things.

It would be a rash, if very natural, thing to define the purpose of advertising as exclusively the selling of goods, as in the case of

a merchant, or pleasure, as in the case of a theater, or accommodation, as in the case of a hotel, or service, as in a "Position Wanted" ad, and so forth. There is quite an appreciable amount of advertising of which the purpose is to enable the advertiser to buy goods, as in the famous example of the maladroitness Jew who announced in the daily press that if any lady or gentleman had left off clothes he would be pleased to inspect them, and in a less apocryphal instance here reprinted.

Old false teeth bought. Many people have old or disused false teeth. Messrs. R. D. & J. B. Fraser, Limited, of Princes street, Ipswich (established 1833), buy old false teeth. If you send your teeth to them they will remit you by return of post the utmost value; or, if preferred, they will make you the best offer, and hold the teeth over for your reply. The largest and oldest buyers of old false teeth in the world.

This "old false teeth" industry is not by any means a monopoly: there are several firms which compete with one another for the privilege of purchase, and they get out pamphlets, dodgers and wall posters, too, as well as costly iron signs at railway stations—some of the firms. The London daily papers mostly carry about a quarter of a column a day of small advertisements offering to buy old clothes. This business used to be chiefly advertised, in my childhood, by word of mouth; a Jew with a large bundle and three or four "shocking bad hats" on his head, shouting from the street, "Ol' clo'! Ol' clo'!" Nowadays the profession has attained the dignity of an advertising account, but it remains in the hands of the same great and enterprising people. Here is one of many, from to-day's morning *Post*:

Dear Sir or Madam—Mr. and Mrs. Lewis Davis, the well-known established buyers of every description of property, are prepared to purchase for cash large or small consignments. Having a large order for export, are giving 50 per cent more than the small dealers.

Mr. and Mrs. Lewis Davis will be pleased to wait on ladies and gentlemen, at their residence (distance no object), or if consignment forwarded to the below address cash will be remitted same day. It is only necessary to inclose name and address of sender.

N.B.—Private room for ladies and gentlemen calling. Business strictly private.

Address: The Colonial and Export

Purchasing Stores, 2, Crawford-street,
Baker-street, London, W.

* * *

A more unusual announcement, by the way, appeared just over the foregoing.

Do your ears and nose suit you? If not, send to Derma-Featural Co., 69, New Bond-street, for free booklet.

This is the announcement of quite a considerable concern, doing a good deal of trade in various "Beauty" schemes.

* * *

But what I set out to remark upon, when I switched off to advertisements which do not aim at selling, was a somewhat remarkable and very ingenious line of charity advertising. A few weeks ago, the following little panel

Remember the Prince of Wales' Hospital Fund, Bank of England, E.C.

began to appear in the newspapers, not, however, in a space of its own, but dropped into a corner of some fairly large display advertisement—generally one of Bovril, but not exclusively so. This puzzled me for a long time, and gave me some trouble to explain. Obviously the space was being "donated" by advertisers, but how was the scheme worked? Finally I traced it to its originator, who is one of the smartest and most respected advertising agents in London, and a member of the committee of the Prince of Wales' Hospital Fund. Under a strict promise that I would not mention his name, he gave me the following explanation:

"You ask about the Prince of Wales' Fund. Well, it has several schemes running to get funds these hard times. I racked my brains, when I joined the committee, to devise some scheme which would give us publicity without cost, and it occurred to me that if his Majesty would let the feathers be used in this way, it would pay advertisers to give us a little space free. Finally permission was obtained, and we wrote the letter of which I give you a draft, and some two hundred large advertisers have already agreed to insert them, including Messrs. Hovis, Colman, Liebig, Bovril, Hewetson, Rowntree, Vi-Cocoa, Howard

(furniture), Cook (soap), Cail-ler's (chocolate), Sorosis (shoes), Apollinaris, etc., and several papers have kindly offered to assist by inserting the stereotypes free wherever they can when making up." This is about the biggest charity advertising scheme I know of and the most ingenious. The use of the Prince of Wales' feathers—the hereditary crest of that office—I don't think amounts to much; but advertisers have rightly seen that the space given up costs them nothing, does them good—for a reputation for generosity is always worth deserving, and I am far from saying it is undeserved or that the motives of the advertisers who give the space are unworthy. This scheme is one which might well be made use of by some American charity, if not allowed to grow into an abuse, as of course it easily might.

* * *

A determined and rather inexplicable attempt by the British Government to suppress the wares of a considerable advertiser has excited attention to an article not known, I believe, in America—I mean milk-blended butter.

Pearks (milk blended) Butter. Eat it with your breakfast.

Prosecutions, promoted by the Butter Association, have been instituted against Pearks in a number of places, on the ground that the name butter may not be given to an article which contains above a certain percentage of moisture. Since the advertisement is in no way deceptive, there is a little difficulty in understanding the campaign against it; but I mention it chiefly as an interesting and, so far as I know, new industry, which will stand advertising very well.

* * *

The following is rather smart. It refers to a hair waving device which is being very widely advertised all over Europe.

Hinde's Wavers real hair savers.
Circumstances alter cases,
Hinde's Wavers alter faces.

—♦—
An actor becomes a star by making his points plain—and the advertiser is a star who can make plain points.—
The Advisor.

The American Newspaper Directory

for 1901 December
Issue

Is Now Ready

OUT
December
2^d

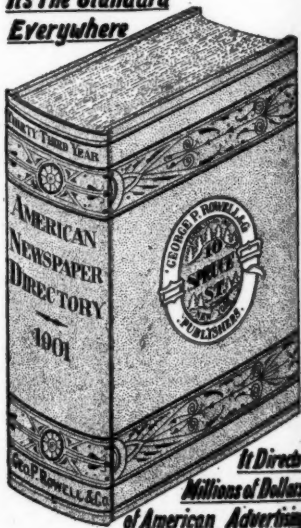
We should hardly know how to get along without the American Newspaper Directory. We regard it by all odds the most complete and reliable guide that the advertiser can make use of; *in fact, we use no other.*

BUFFALO, N. Y.,
July 24, 1901.

R. V. PIERCE, M.D.,
President World's Dis. Med. Assn.

A newly revised edition of the American Newspaper Directory for 1901 was issued Monday, December 2, with circulation ratings brought up to date. Over 1,700 pages

***It's The Standard
Everywhere***



Price \$5—sent carriage
paid on receipt of price.

ADDRESS ORDERS TO

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

THE LARGEST MAIL ORDER SEED BUSINESS IN AMERICA.

AN INTERESTING TALK WITH W. ATLEE BURPEE, OF W. ATLEE BURPEE & COMPANY, PHILADELPHIA—MR. BURPEE ATTACKS THE FOLLOW-UP SYSTEM AND GIVES HIS REASONS.

Less than twenty-six years ago a boy of eighteen, fresh from the farm, laid the foundations of a business which has since developed into the largest exclusively mail-order seed business in America. The boy was W. Atlee Burpee.

No one could have received a representative of PRINTERS' INK more cordially than did Mr. Burpee, when your correspondent called on him a few weeks ago. And, a few moments later, in his cosy private office, Mr. Burpee announced himself in readiness to be interviewed.

"I was always interested in the seed business," began Mr. Burpee, "although until 1876 I never thought of it as a life-work. Before that, I bred fancy pigeons and poultry, and, in that way, became quite well known. From the time I was fourteen years old I wrote articles for the poultry and agricultural papers, and so when, at eighteen, I embarked in the seed business, there was a fairly large number of people who knew me—by reputation at least."

"Where was your first advertising done?"

"I started in with the *Country Gentleman*—and, by the way, I have had an advertisement in every issue ever since, except one week when change of copy was not sent on time. Then, besides, I used the *Rural New Yorker* and the *American Agriculturist*."

"Were you the first man to enter the mail-order seed business?"

"No. There were three others in the field at the time—B. K. Bliss & Sons, of New York; Jas. Vick, of Rochester, and James J. H. Gregory, of Marblehead, Mass. Of these, Bliss is out of the business, while Vick's Sons and Gregory are still actively engaged in it."

"Was your business a success from the start, Mr. Burpee?"

"I should say not. I lost \$2,800 the first year, quit even the second, and made about \$2,800 the third year, so that at the beginning of 1880 I was just about where I started—plus a lot of experience. After that, though, the business began to grow, until now it is the largest in America—and that means, of course, the world."

"Did you issue a catalogue at that time?"

"The first catalogue was issued in 1876. It was a cheap little affair of thirty-two pages, and I thought it mighty fine at the time. The 1902 catalogue is not off the press yet. I wish I could show it to you. It contains 132 pages, but it is not so elaborate as our 'Quarter Century' catalogue of last year, which was a book of 228 pages—too costly to mail free to all applicants. With this year's catalogue goes a handsome eight-page circular, containing special offerings—bargains, if you choose to call them so."

"You used to offer these special bargains through your magazine advertising at one time, did you not?"

"Yes, but we found it ceased to pay, and dropped the plan. When we started to do this, we were the first in the business to try it, and I can remember when our magazine advertising would sell \$60,000 worth of twenty-five cent collections in a season. The plan was profitable as long as only reputable houses were in the business, but after a while a lot of bogus concerns came into the field, and, by sending out packets with three or four seeds of each variety, instead of a generous money's worth, they gave a black eye to the entire business."

"Then all you expect now from your advertising is inquiries for your catalogue?" asked the representative of PRINTERS' INK.

"Precisely. Here are some specimens of advertisements that will appear in the January magazines. You will notice that they are simply a direct appeal to people to write in for the catalogue."

"Do you key your advertising in any way?"

"No. I believe, in our case, that

it would be bad policy. We try to emphasize, in all our advertising matter, that a letter addressed to 'Burpee, Philadelphia,' would reach us. Of course, a key number would upset all this. We want to impress our customers with the fact that we are so well known that a street address is unnecessary."

"How do you know what publications pay you?"

"I have found that about one-third of the letters mention the name of the publication in which the advertisement was seen, and so, of course, it is fair to assume that the remaining letters come in proportion. So, if, apparently, the *Ladies' Home Journal* brings in inquiries at forty-five cents each, I figure that they really cost only one-third of that amount, or fifteen cents. Then, too, I have a means for telling whether an order comes in from a catalogue sent out in answer to an inquiry, or whether it comes from a party whose name is on our mailing list. This information is very valuable, and as my competitors don't seem to have found out how I do it, I think I had better not explain it for publication."

"What is the highest price you find you can afford to pay for inquiries?"

"We cannot profitably use a magazine or other publication where the inquiries cost more than thirty cents apiece. This figure may seem low, but you must remember that the average retail mail order for seeds does not exceed two or three dollars."

"How many catalogues do you send out in a year?"

"Depending upon cost of the catalogues—from 400,000 to 750,000. Then, besides the catalogue, we distribute every year several million circulars, and I don't know how many thousand books and leaflets, giving practical directions for the growing of flowers."

"To whom do the catalogues go?"

"To every one who inquires for them, and to every person who has sent in an order within two years back. We go over our mailing list every year, and cull out the 'dead' names—otherwise, we

could send out many thousand more pieces of printed matter. We figure, though, that if a man doesn't order within two years after he has received a catalogue, he has ceased to be interested in Burpee's seeds."

"How do you keep a record of the names on your mailing list?"

"By means of this card system. You see, it fills an entire safe. Every State is by itself, and every town or village has its card or cards, as the case may be. As soon as a man orders, that fact is noted, together with the date of his order. The envelopes are all printed with the name of the State, and addressed long before the catalogue is ready to send out, so that everything is in shape by the time the catalogue reaches us."

"Do you use a follow-up system, Mr. Burpee?"

"No, I do not. I think the follow-up system is the most offensive plan that could possibly be put into operation. I know of some seed houses that use it, and out of curiosity I had one of my employees write to one of them. First came the catalogue. Then, at intervals of a few days, came letters telling him that they had sent him a catalogue; that the catalogue cost money; that they expected him to order, and stuff like that. If I had been interested in buying, I would never have bought from those people. I'd have returned their catalogue. They seemed to be too much worried about it."

"What I believe in is in sending a man the very best catalogue you can get out. Put all your energy into the catalogue, and if that won't fetch a man it's pretty certain nothing else will. Besides this, a follow-up system is apt to cost more than it brings in, because you can never tell whether an order comes in through a follow-up or whether it comes through the catalogue. At any rate, we use all our 'thunder' in the catalogue, and if that doesn't induce a man to buy seeds, I wouldn't know what additional arguments to use."

"Who prepares your advertising matter, Mr. Burpee?"

"I write every line of it myself. I spend four months every year out at Fordhook Farms, our testing grounds, and give up this entire time to preparing the catalogue. I also prepare all the magazine and newspaper advertising that goes out. A few years ago I tried to use the services of some of the leading advertising experts, but they didn't seem able to look at the proposition from the right point of view. I paid one of them—never mind his name—\$350 for writing a four-page insert for the *Century*, and when I got the copy I found it unsuitable for anything but a farm paper, and told the publishers that I could not get copy in time for insertion. In some businesses the advertising expert can be of valuable assistance, but this one requires so much technical knowledge that it would take half a lifetime to break a man into the work."

"When is your busy season?"

"It begins with January and ends with April. During that time we get from 3,000 to 6,000 letters a day. Now," he suggested, "suppose we follow a letter through, from the time it arrives until the order is sent out. Here is where the mail is opened. It takes the entire time of six girls. The cash-checks and money orders are dropped through slots in the table into bins underneath. Each order is marked in blue pencil with the amount of money inclosed. The orders are then passed to a girl, who enters the amount on an arithmometer. Then the orders are numbered consecutively, and go upstairs to the mail-order room on the second floor. Here the girls select the packets ordered, and each order is put into a separate basket. After it is finished, it is checked off by another girl, and then passed to the wrapper, addresser and stamper, and is then ready to be put into the mail sack. A slip is inclosed, showing by whom the order is checked, and a record of the girl who fills and the girl who checks is entered on the original order. The orders are then filed in books, in consecutive order, so that any complaints may be looked up and rectified."

"This must be a busy place in the height of the season."

"It is. The first four months of this year we spent in the neighborhood of \$37,000 for postage alone—the largest amount paid to the Government by any seed house in America. Here, on this floor, we keep a complete stock of every variety of seed carried by us. This supplies the mail-order department. On the third floor, where the wholesale orders are filled, the stock is duplicated. Every packet and every package is sealed and dated. For instance, the packets that go out this coming season will bear a seal reading 'Burpee's Seeds that Grow for 1902.' That means that the seed has been tested, found true to stock, and that its vitality is unimpaired. The seal guarantees that it cannot be tampered with. Before we adopted the seal, there were cases where dishonest dealers would buy our seed in bulk, mix in inferior seed and sell the mixture as Burpee's. The seal protects our reputation and our customers as well."

"Do you employ any travelers?"

"We discontinued the use of salesmen over four years ago, and our wholesale business has grown ever since. The trouble with a traveling man is that he wants to make sales, no matter whether he has to cut prices to do so. One of our travelers would come across a man who had been offered seed at, say, fifty cents a pound, when our price was sixty cents. He would cut our price to get the order. This led to a great deal of trouble. Since we have taken the traveling men off the road, as I say, we have done more business, and we haven't been obliged to cut prices a cent. When a man wants Burpee's seeds, he has pretty good reasons for wanting them, and he is willing to pay our price for them."

"Do you get a great many large wholesale orders?"

"Lots of them. Last year we got one order for a thousand pounds of seed of the 'Netted Gem' melon, better known, perhaps, as the 'Rocky Ford.' And this is only one case. It will give you a better idea of the business,

perhaps, when I tell you that we prepare, at the beginning of each season, about five million packets of seed, and then keep on filling up the bins as fast as they run low. We sell over sixty thousand pounds of sweet pea seed alone."

"How about export trade?"

"We have a good deal of it. Here is an order which is going to Japan. Then we reach England, France and Germany, and to some extent Austria as well. The best business, however, is done in Australia and New Zealand."

"Do you see any limit to the growth of the business?"

"I do not. Everything is sold by mail nowadays. It has ceased to be a new proposition. Every one is becoming educated up to the idea of writing for catalogues and ordering by mail, and with the improved conditions of rural free delivery I think the business should grow at its present rate for many years to come. Then the man who is looking for novelties must buy them from the largest houses, and these are naturally the mail-order men. The small dealer cannot afford to pay the price for a novelty. Why, we paid \$500 for a single plant of the Burbank Rose, and a few years ago, in order to secure control of a certain variety of cabbage, we gave C. L. Allen, of Long Island, a bonus of \$1,000, in addition to paying a premium of twenty cents a pound on a 7,000 pound order of seed." JAMES W. PEMBERTON.

GOOD TO HAVE.

Inspiration is indeed a great and wonderful thing. You cannot possibly get along without it, while at the same time you cannot always depend upon it. It is as much beyond control as a hired man who works in the field a mile distant. Many a business man who has set out to write an advertisement in 20 or 30 minutes, scribbles and erases, and tears up paper in the vain hope of producing something catchy and that he considers just right. At the end of the time he is as far from his object as he was in the beginning. Then he swears, perhaps, a little, and lights his cigar, and thinks the matter all over while he is puffing smoke into space. Suddenly an idea comes into his head. Whence it comes he does not know, but in five minutes he has his advertisement completed, and after reading it over it delights his heart, and he wonders why he did not think of that before.—*Advertising World*.

THE HEART OF THE UNITED STATES.



The great States of New York, Pennsylvania and New Jersey constitute the very heart of the United States. It is a region of dense population, great wealth and marked intelligence. To reach the people, the papers enumerated below will be found the best. A liberal advertisement in each of them will be likely to use up a very considerable appropriation.

NEW YORK.

Albany—Journal, Times-Union.
Binghamton—Leader.
Brooklyn—Eagle, Times.
Buffalo—Commercial, News, Times, Express.
Elmira—Advertiser.
Rochester—Democrat and Chronicle, Union and Advertiser.
Syracuse—Herald, Post-Standard.
Utica—Press.

NEW JERSEY.

Jersey City—Journal.
Newark—News, Sunday Call.
Paterson—News, Call.
Trenton—Times.

PENNSYLVANIA.

Harrisburg—Star Independent, Patriot.
Pittsburg—Chronicle, Telegraph, Dispatch, Post, Press, Times, Commercial Gazette.
Reading—Eagle.
Scranton—Times.
Wilkesbarre—Record.

No papers published in New York or Philadelphia are mentioned, because those cities are points of such national importance that they must necessarily be treated by themselves. The man who advertises largely in the leading papers of New York and Philadelphia does more than appeal to the citizens of New York, New Jersey and Pennsylvania: he addresses a considerable proportion of the population of the entire country.

NOTE. — Suggestions are invited whereby this list may be changed so as to be better calculated to reach the people of the three States without increasing the number of papers.

Do not promise—in your advertising—that which you do not expect to give.—*The Advisor*.

If You Want Good Names

We will give you the name and address of every farmer in Iowa who owns his own farm and tell you how many acres he owns.

We will give you the name of every stock man in Iowa—that is every man in Iowa owning 25 cattle or 25 hogs or over 100 sheep and tell you how many head he pays taxes on.

FEED GRINDER, WINDMILL, STOCK FOOD, FARM SCALE, STEEL TANK PEOPLE,

besides hundreds in other lines could use these to advantage. We can give you the name of every sheep man in Iowa. We have made a complete copy of the assessors' books for every township in the state.

Following is a sample of the actual names from the list. Every list is sworn to as being an actual and correct copy of the assessors' books:

NAME	POSTOFFICE	LAND	HORSES	CATTLE	HOGS
H. G. Brown.....	Sigourney.....	865.....	2.....	19.....	6
Joseph D. Robbins..	Hastings.....	1386.....	20.....	25.....	60
Dan Haley.....	Promise City.....	560.....	8.....	116.....	92
B. Bracewell.....	Allerton.....	678.....	9.....	132.....	125
E. Naylor.....	Genoa.....	560.....	11.....	157.....	90
F. H. Archer.....	Riverton.....	6.....	234.....	31
J. M. King.....	Red Oak.....	387.....	9.....	64.....	75
F. M. Gardner.....	Grant.....	6.....	242.....	110

These Names are Valuable to You!

Would you not like to have the name of every farm owner in Iowa? Or if you are in certain lines possibly you want names of live stock men.

We can make up a list of any kind.

We guarantee them to be correct. Every list is sworn to.

Write us and state what kind of people you want to reach and we will quote price and tell you how many there are in Iowa.

If you have a good proposition for farmers get a list of these people and place it before them.

The trouble with circularizing has been that so small a per cent of those reached were interested. We can select you a list here and you know absolutely everyone is interested. TRY THEM.

..Patent Medicine People..

We can give you the name and address of 250,000 Iowa farmers and guarantee addresses to be correct.

Our list has been compiled during last eight weeks and is correct. It includes every tax-paying farmer.

You could not find fresher, or better names.

We will sell but few copies of this list, and to nobody who is in the same line as a concern which has already bought names.

We compiled the list for our own use; and wish to get part of our money back but do not want to sell so many copies as to make the list worthless to us. We wish to keep it just as exclusive as possible.

Write us stating what class of farmers you want to reach and we will quote price.

ADDRESS

FARMERS TRIBUNE, Des Moines, Iowa.

P. S.—Remember the Tribune when making up your list of agricultural mediums. 30,000 copies guaranteed. "No better field than Iowa. No better medium than the Tribune." Write for sample and rates.

NOTES.

THE Julius Mathews Special Agency has removed to 628 Tremont Building, Boston.

THE Christmas *Lippincott* is a holiday number which breathes of the Xmas season in almost every line.

THE Waxahachie (Texas) *Enterprise* sends out a small folder containing a brief history of the paper since its founding in 1875.

MR. JAMES E. COLBY, who was formerly Western manager, has resumed charge of the Chicago office of the A. Frank Richardson Special Agency.

WALTER D. STINSON, postmaster at Augusta, Me., and for many years identified with the mail order papers printed in that city, died November 25.

La Patrie, Montreal, asserts in a recent folder that its circulation has grown from 4,000 copies in 1897 to 25,000 copies at the close of October of this year.

A BOOKLET from the Bureau of University Travel, Ithaca, N. Y., describes the European art tours which the Bureau offers to limited parties during the coming holidays.

MISS LILLIAN A. NORTON, of Texas, chief of the finance division of the Postoffice Department, has the largest salary drawn by any woman in the service of the Government, \$2,250 per annum.

THE A. N. Kellogg Newspaper Company, New York, issues a booklet giving rates for small ads in its lists of country weeklies. The volume is a notable piece of printing from the Barta Press, Boston.

MR. FRANK S. WHITMAN, one of the younger men of Chicago's advertising fraternity, has accepted a position with the Phelps Publishing Company, as a special representative of its magazine, *Good Housekeeping*.

THE *Berkshire Courier*, Great Barrington, Mass., issues a neat booklet showing that the town can be improved as a trading center by more effective advertising upon the part of its business and professional people.

THE November issue of the "Maine Central," published at Portland, Me., contains exceedingly well executed halftone views. The one of Beaver Falls is charming. The typographical make-up of the publication is really excellent.

THE Ralston Health Shoe makers, Campello (Brockton), Mass., issue a 24-page catalogue which is a model of its kind. It is not bulky, well printed, gives prices and the shoes advertised are excellently illustrated by halftones.

THERE will soon be no newspapers left in Finland if the Russian Government continues its crusade. Two dailies, *Phojalainen* and *Wiborgbladet*, have been suppressed, and the publication of four other papers has been suspended.

TECHNICAL journals describe a new match-making machine with a capacity

of nearly a million matches an hour. Only five boys are required to operate the machine properly; while the older machines called for the services of twenty-five men.

"THE Aim of Advertising" is a small booklet sent out by W. H. Eaton, Adman, Detroit, Mich. The printing and general scheme are good, and the matter is written in short paragraphs, the text of each one being a proverb taken from an advertising journal.

OUR ambition is to publish a clean, honest, upright newspaper for the home and family circle, to brush away the cobwebs of deception, expose the frauds of fakirs and mountebanks, and to unmask the fellows who live by the perpetuation of ring politics.—*Masshead* (O.) News.

R. V. PIETCE, President of the American Engine Company, Buffalo, announces on fac-simile telegrams, the fact that his company received, November 20, the gold medal awarded by the Jury of Awards of the Pan-American Exposition for their American Ball-Duplex Compound Engine.

A NEAT booklet is at hand, containing the prospectus of the *Atlantic Monthly* for the coming year. "The Confessions of a Provincial Editor" is the title of a paper to be published in an early number, the author of which will describe his attempt to run an independent daily in a small city.

THE Girard Piano Company, Philadelphia, issue an illustrated and illustrative booklet in behalf of their Girard Piano. The text and pictures are good, but the booklet would have been much enhanced in convincing value had it received the finishing touches that would have been given it by a good pressman.

THE 1902 catalogue of the Gale Manufacturing Company, Albion, Mich., containing plows, cultivators, harrows, land rollers, rakes, planters, etc., is to be commended for completeness and practical arrangement. It represents a model implement factory covering seventeen acres. The cover of the book is cheap and flimsy.

THE latest issue of the American Newspaper Directory is fully up to the standard established by this valuable reference work. Publishers who are willing to give a detailed statement of circulation for one complete year are always sure of getting a correct rating in Mr. Rowell's publication.—*Boston* (Mass.) *Globe*, Nov. 23, 1901.

Shop Talk is a monthly house organ issued by Hill, Clarke & Company, machinery, Chicago. It is an attractive miscellany of shop and machinery news, "things worth knowing" and the like, and each number is devoted to some special line of machinery or tools. It has the distinction among house organs of paying for practical, timely matter.

C. W. LYMAN, the experienced advertising representative, for nine years with the *Scientific American*, possesses a record that is unusual, having been connected with 141 different publications. The export edition of the *Sci-*

entire American is one of Mr. Lyman's specialties, regarding which he presents most convincing arguments to advertisers.

H. M. CALDWELL & COMPANY, New York and Boston, publish a little book by John Bain, called "Tobacco in Song and Story," a compilation of tobacco verse and prose from many sources. Mr. Bain's anthology is another of the helpful volumes that should have a place on the desk of the man who writes advertising matter for cigars, tobacco, cigarettes or pipes.

You must go back many years—before the Spanish war, before the days of Butcher Weyler, back into the latter 80's—to match the 1901 crop of Havana tobacco. Connoisseurs declare that this year's Havana is—in flavor, fragrance, looks and burning quality; in all points that go to make a good cigar—the finest grown in Cuba for more than a decade.—*Austin Nichols & Company, Wholesale Grocers, New York.*

How much do people like pictures was the question ten-cent magazines used to ask before they discovered that people liked them unceasingly and without limit. How much do people like colored pictures is now the question. *Leslie's Monthly* believes the reply to the first question will answer for the second, and inserts elaborately colored plate pictures in its December as well as in its November anniversary number.

THE Chester (Pa.) *Times* asserts that for years the only argument the *Times* had to meet among foreign advertisers was the seemingly reasonable one that the Philadelphia papers covered the field, but this has been overcome when the situation was explained or an investigation made; and to-day the *Times* is carrying as much if not more foreign business than any paper outside of the large cities, and high-class business at large.

CORNELIUS N. BLISS, who is the Chairman of the Executive Committee of this State for the McKinley National Memorial Association, says that if the public would respond as was expected the amount necessary could be raised within three months. An office has been opened at 100 Broadway, where subscriptions should be sent, and before December 1 it is expected that 10,000 small boxes for coin contributions will be distributed in this city.

DURING the six weeks ending November 15 the auditor of the Association of American Advertisers examined the circulation records of the following publications: *Republican, Daily News, Joliet, Ill.; Northwestern Chronicle, Western Teacher, Free Press, Catholic Citizen, Herald, Sentinel, Acker and Gartenbau Zeitung, Journal and Our Young People, Milwaukee, Wis.; Record-Herald, Chicago* (other Chicago publications previously audited); *Northwestern Agriculturist, Housekeeper, Times, Tribune and Journal, Minneapolis.*

"FRANKLY Told Truths and Personal Interviews" is a small volume issued in

behalf of the Orange Judd Company's agricultural papers—*American Agriculturist, Orange Judd Farmer and New England Homestead*. The "truths" are circulation statistics, indorsed by the American Association of Advertisers, while the interviews comprise talks with twenty of the company's advertisers who have been at the pains of looking over the books on their own account. It is a commendable little volume. Every publication in the country ought to have one like it.

ONE of the finest brochures received comes from the Grossman Advertising Agency, 395 Broadway, New York. It is entitled "The Job that Nobody Wants," and deals with advertising in all of its phases—magazine, newspaper and trade journal publicity, catalogues, booklets and novelties, boards and cards, follow-up systems and so on. The cover is done upon vellum, with an illustrated saw buck and wood pile to enforce the title. The body portion is printed in tints, with special head pieces to each page, and the whole is "stippled." Its one fault, perhaps, is that the ornaments upon the text pages are somewhat too prominent, and hinder the reader. Lighter tints would have helped them considerably.

THE first number of *Payne's Promoter*, a monthly issued in the interest of Payne's Prompt Printery, Madison, Wis., has four pages of argument for good printing, interspersed with paragraphs of useful information. This clipping from the latter is of interest: "By calling the attention of postoffice clerks to your circulars when mailing them in quantities, the former can change the tension of the printing mechanism of the cancelling machine to suit your envelopes. Ordinarily the machine is set for the regular run of business letters, containing a few sheets of paper. If your envelopes are thick the tension for ordinary work is too much, and the impression of the cancelling stamp shows on the inclosures."

KING HENRY OF NAVARRE (Henry IV. of France) while hunting became separated from his companions, and feeling thirsty, called at a wayside inn for a cup of wine. The serving-maid, on handing it to him as he sat on horseback, neglected to present the handle. Some wine was spilt over, and his Majesty's white gauntlets were soiled. While riding home he bethought him that a two-handed cup would prevent a recurrence of this. So his Majesty had a two-handed cup made at the royal potteries and sent it to the inn. On his next visit he called again for wine, when, to his astonishment, the maid (having received instructions from her mistress to be very careful of the "King's Cup") presented it to him, holding it herself by each of its handles. At once the happy idea struck the King of a cup with three handles, which was acted upon. As his Majesty quaintly remarked: "Surely out of three handles I shall be able to get one." Hence, "The Three-handed Loving-cup."—*Tiffany Folder.*

THE Racine Knitting Company, Racine, Wis., wishes to dispose of \$100,

ooo worth of stock, so it has issued a very complete booklet under the title, "An Investment," setting forth its claims to the good graces of those who invest money. First it describes its plant, using halftones freely; then it prints a letter from a New York knitting firm, testifying to its standing in the trade and ability to knit profitably; another responsible authority testifies that the knitting industry generally is good, and that the Racine Company's outlook is excellent; then follow particulars about its products, with five testimonials from pleased customers, six letters from selling agents to the same purport, a list of public institutions that purchase hosiery from the company, a comprehensive paper on its market, with six letters from advertising agents and publishers assuring the company that its advertising is effective and that its commodity is one capable of being exploited to the best advantage; then there are two pages of ads that have been used for the "Racine Feet" and "Racine Hosiery," three references from responsible fellow-townsmen and the company's guarantee to pay six per cent dividends upon every dollar invested in its stock. Whether it is a good investment is a matter for investors. There can be no doubt but that it is good advertising—and that is generally held to be a good investment.

REPUDIATE THE BOWERY.

BROWNING, KING & Co.
Cooper Square, West.
New York, Nov. 20, 1901.

Editor of PRINTERS' INK:

While making our best acknowledgements for the very complimentary notice of the show windows in our new store at Cooper Square, to which we modestly subscribe, permit me to call your attention to the fact that Cooper Square is no longer a part of the Bowery.

The Board of Aldermen of this city on Jan. 8, 1901, passed this resolution:

Resolved, That the triangular space bounded on the north by Eighth street, on the west by the Bowery and Fourth avenue, on the south by East Fourth street, and on the east by the Bowery and Third avenue, in the Borough of Manhattan, be, and the same is hereby named and shall hereafter be known and designated as "Cooper Square."

The Council adopted it on January 15, and it was approved by the Mayor on January 21, thus giving a legal status and an identity to this new center.

Very truly yours,
C. M. FAIRBANKS.

LESSON IN GERMAN.

She—What is dog in German?
He—Frankfurter.—*Baltimore World*.

THE giving away of trinkets for advertising purposes is good advertising—for the reason that when one accepts an article of this character it is preserved for a long enough period of time to fasten the name of the donor and the character of the goods in the mind of every member of the family.—*The Advertiser*.

PROSPECTIVE ADWRITERS.

ELLICOTTVILLE, N. Y., Nov. 16, 1901.
Editor of PRINTERS' INK:

Have been a reader of PRINTERS' INK for some time, and I have about made up my mind to take up advertising as a business. Would you kindly advise me as to best method for acquiring a working knowledge of same; whether to take a course in an ad writing school, and if so, which would you advise, or to get in a large store and work with the ad man. I am a graduate of Cornell University.

Sincerely yours,

JNO. J. McMAHON.

The Little Schoolmaster publishes the above letter for the reason that other young men may be interested in it as well as in the reply of PRINTERS' INK in regard to the subject. To advise any young man as to the best methods to acquire "a working knowledge" in advertising is not so easy, as circumstances differ greatly. A course in an advertising school might be of benefit to a student with natural talent for the advertising profession. Outside of the claims which some ad schools advertise, the Little Schoolmaster knows little about them and has therefore no preference. They probably mean well enough and accomplish some actual results.

To get into actual business life under the guidance of an experienced advertising manager would be much better. If such a training and the reading of PRINTERS' INK can't make an able advertiser, nothing else can.

QUITE WELCOME.

NEW YORK, Nov. 20, 1901.
Messrs. Geo. P. Rowell & Company,
Publishers of PRINTERS' INK:

We desire to thank you for the handsome Sugar Bowl just received, awarded the *Iron Age* by PRINTERS' INK. Your action in this matter is the more appreciated, as we were in no sense parties to the contest, and the decision in our favor has been reached by your own knowledge and information in the premises.

We note with special gratification the inscription you have placed on the Sugar Bowl, in which you refer to the *Iron Age* as "the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium of communication with a special class," inasmuch as expression is thus happily given to the ideal for the attainment of which the publishers of the *Iron Age* have been laboring for nearly half a century.

We trust that there will be a general recognition of the justice of your decision, and thanking you for your courtesy in connection with the matter, we are, very truly yours,

DAVID WILLIAMS COMPANY,
John S. King, Treas.

NEVER go into the mail order business expecting to find in it all profit and no expense—because half, at least, of the receipts must be expended for advertising during a good portion of the year.—*The Advertiser*.

COUNTRY WEEKLIES.

Thirty or forty years ago the position of the country weekly was secure. The machinery of news-gathering on a great scale was imperfect. Even the great dailies had small circulations compared with those of to-day. Methods of distributing papers outside the towns in which they were issued were primitive and slow. As news in boiler-plate form was unknown, all telegraph matter was set in the office, and the production of a daily was expensive.

In these circumstances the country weekly had a field to itself. The editor had lofty notions of his mission on earth. He was more than a mere purveyor of information. His journal, according to a line under the heading on the first page, was devoted to art, science, education, morality and agriculture.

With the multiplication of small dailies and the swelling circulation of large ones, the prediction was made that the weekly could not survive in the struggle for existence. Everybody able to read would depend upon a daily for news, and in that case what would become of the weekly, either as a vehicle of news or as a medium for advertisements?

Theoretically this is reasonable enough. The fact is that thousands of the old weeklies live and get a fair share of business, of course at low prices. They are quaintly conservative in many things. Stereotyped headlines in the florid style of the thirties and forties beam from the first page like the benevolent features of a farmer who comes to the city to see the sights. You will find great blanket sheets nine columns wide. Not for gold nor precious stones would the publisher change this unwieldy form for one more modern and more convenient.

Much has been said, and forcibly said, against the use of the country weekly by the general advertiser. The fact remains that many advertisers do use it year in and year out.—*National Advertiser*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

INFANTS.

WOMAN'S WORK. Athens, Ga., wants ads. See ad under "For Sale" in this issue.

POCKET Puzzle 500 only \$1. Holds 5 ads. Samples 10 cts. Cir. free. POINTS, 104 Pts., Boston.

PRINTER WANTED.—Give references and include stamps to write same. Box 100 A, Coral, Mich.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

POSITIONS for advertising, circulation, editorial business, mechanical, newspaper men, INTER-STATE NEWSPAPER EXCHANGE, Jackson, Tenn.

WANTED NEWSPAPER MEN.—Advertising, circulation, editorial, mechanical, business. Address INTER-STATE NEWSPAPER EXCHANGE, Jackson, Tenn.

EXPERIENCED advertising and subscription solicitor wanted at Rochester, N. Y. Circulation O. and other large cities for *SHOW AND LEATHER'S FACTS*, Philadelphia, on liberal commission basis.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

REPORTER WANTED.—Energetic, capable young man as reporter on small city daily. Must have experience in daily reporting. First-class opportunity for good man. Reply, with references, "ENTERPRISE," care Printers' Ink.

WANTED.—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

WANTED.—By a hustling young man, 27 years of age, position as bookkeeper, cashier, or circulation manager.

For 5 years was secretary and treasurer of company capitalized at \$100,000, publishing morning daily in city of 150,000 inhabitants. Company failed and I am looking for a position. Know the workings of a newspaper office from beginning to end.

Can furnish gilt edge references as to character, ability and integrity.
Address "CASHIER," Box 333, Ottawa, Ohio.

MAILING MACHINES.

THE MYERS MAILER; price, \$10; P. O. Box 449, Philadelphia.

TO LET.

TWO LET.—Three offices at No. 10 Spruce St. Rent, \$600, \$250, \$400, respectively. Apply to GEO. P. ROWELL & CO., owners, on the premises.

SPECIAL REPRESENTATIVES.

I A COSTE AND MAXWELL,
438 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS,** Canton, Ga.

PAFER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **BASSETT & SUTPHIN,** 45 Beekman St., New York City.

ADDRESSES.

AUTOMOBILE owners. List of 1,000 for \$5, cash with order. **FORSKELL MOTOR CO.,** Anderson, Ind.

CALENDARS, samples, envelopes, etc., addressed and delivered with or without receipts. **PHILADELPHIA ADDRESSING CO.,** 37 No. Juniper St., Philadelphia, Pa.

ADDRESSES of bona fide residents and taxpayers of Salt Lake City and county, Utah. Information Bureau, City and County Building. "REFERENCES," Salt Lake City, Utah.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 217, North Third St., St. Louis, Mo.

LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. **I. SHONBERG,** 174 Hudson St., N. Y.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. **FERRIS BROS.,** 45-51 Rose St., N. Y.

HALF-TONES.

THE newspaper engraver to turn to when you need quick work is the STANDARD OF NEW YORK, 61 Ann Street.

ILLUSTRATORS AND ILLUSTRATIONS.

DO your own illustrating at about 1c. per cut. Outfit, including casting box, \$10. Write for particulars. EXCELSIOR CO., Montrose, Ia.

AGENTS NAMES FOR SALE.

15,000 NAMES of canvassing agents collected during 1900-1901. \$3 per thousand. CHICAGO WOOD FINISHING CO., 253-277 Elston Ave., Chicago.

MISCELLANEOUS.

SEED and Nursery Men can increase income 25% more by putting Confederate money, stamps and war papers in show cases. For particulars, CHAS. D. BARKER, Atlanta, Ga.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

ADVERTISING AGENTS.

\$5 HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. RUNGERFORD & DARRILL, Washington, D. C.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklet samples, for stamp. H. KAHR, 240 E. 33d St., N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspapers. Prompt. Out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 24-26 Vandewater St., N. Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free \$1.60 per M in large lots.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. P. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

ELECTROTYPING.

DAY-STAR ELECTROTYPE CO., 16 S. Fifth St., Philadelphia. We are electrotypers only—not printers, or type foundries, or engravers; and so we do our own special work in quick time, at right cost, and do it well. All practical men, with black lead on our faces every day.

NEWSPAPER METALS.

IF metal users generally knew all there is to be known about Blotchford Linotype, Stereotype, Electrotypes and Monotype Metal, there'd be mighty few who wouldn't use these brands. Write for samples and prices. E. W. BLATCHFORD & CO., 54-70 North Clinton St., Chicago.—"A Tower of Strength."

NEWSPAPER BROKER.

MAKE your wants known—to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

FOR SALE.

FOR SALE—Cheap, one Bullock press in first-class condition. Can be seen operating daily in the CITIZEN office, Columbus, Ohio.

PRINTING Outfit for \$600. The plant of the Akron Breeze on account of consolidation, now set up and inspection invited. Call or address MURPHY & CHILDS, Publishers, Akron, N. Y.

INDEPENDENT weekly newspaper, with job office, in the best town in West Virginia. For sale cheap. A paying plant. Owner has other business. A great bargain. Investigate quick. Address COUNTY MAIL AND ADVERTISER, Clarksburg, W. Va.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

A CHANCE OF A LIFETIME.
For Sale.
A Hoe Cylinder, size of bed, \$2x49.
A Hoe Cylinder, size of bed, \$2x23.
Three Point Folders, 26x40.
One News Folder, 39x54.
One Cranston Cutter, 34 inches undercut.
One Mrs. Semple Trimmer.
No reasonable offer refused. Terms cash.
GEO J. PHILLIPS.
Empire City Job Print,
Fox Building, corner Pearl and Dover Sts., N. Y.

WOMAN'S WORK, Athens, Georgia, offers space that will pay any general advertiser.

Our rate—the same to one and all alike—is TWENTY-FIVE CENTS A LINE, agate measure. This is only one-half cent a line per thousand copies, guaranteed and proven. Our only deviation from this rate, in any form, to advertisers or advertising agencies, is a GRADED SPACE-COUNT as follows: Aggregate space of half column (seven inches) or over, in one issue, five per cent; one column (14 inches) or over, ten per cent; two columns (28 inches) or over, fifteen per cent; one page (36 inches) or over, twenty per cent; two pages (112 inches) or over, 25 per cent. These are our ONLY—therefore our BEST—discounts.

The plan is a fair one to all advertisers and advertising agents—in either case insuring advantages in proportion to volume of business. We do not give any TIME discount, there being no disposition to force an advertiser to stay in WOMAN'S WORK if the first insertion does not pay. Each one is free to discontinue at any time, without the slightest sacrifice of advantage in rate or discount. Advertisers will recognize the equity of this plan. Net cost for

4 lines each issue, 50,000 copies	\$1.00
5 " " " " " "	1.25
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7 " " " " " "	1.75
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9 " " " " " "	2.25
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97 " " " " " "	339.50
98 " " " " " "	343.00
99 " " " " " "	346.50
100 " " " " " "	350.00

Less five per cent for cash with order.
Eight words in small type make one line; 14 lines make an inch. Cuts must not be over 2 1/2 inches wide. Copy for an issue should reach us by 2 1/2 of preceding month. Comparison of cost and results will place our magazine at the head of profitable mediums. An advertisement that will pay anywhere will pay in

WOMAN'S WORK, Athens, Ga.

ADVERTISING MEDIA.

WICHITA (KAN.), THE STAR, 1,810 sworn.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

WICHITA (KAN.), THE STAR, one of fifteen local weeklies. Over half read it.

To reach mail-order buyers at 10c. line, use **AGENTS' GUIDE**, Wilmington, Del.

1,800 WEEKLY guaranteed. Rates 10c. in. nat. **CHRONICLE**, Princeton, Ky.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

40 WORDS, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 7,300.

REACH the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

MODERN MEXICO, 116 Nassau St., New York. Monthly; illustrated: the medium for Mexican trade and investments.

If you want to reach the reading class of Western St. Clair County, place your ad in **THE NEWS**, Capac, Mich. It's a winner.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 24th.

PRESS-REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guarant'd by Citizens' Bank to exceed 8,000 daily.

PHOTO-STRAVS, The best 50c. photographic magazine. Reaches 3,000 amateurs monthly. Sample copy on application. 115-17 Nassau St., New York.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

WICHITA (KAN.), THE STAR has the largest local rural circulation; the most news. Contract rate 10c. per inch, stereotyped 9c. Just harvested largest wheat crop.

WHO will dispute my statement! The Marion Ohio, **DAILY STAR** is best paper in its class in America. Circulation 4,500. Write **E. E. POWERS**, Adv. Mgr.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater st., N. Y.

MANUFACTURERS buy large amounts of machinery, supplies, equipment, etc., for factory and office use. Advertise your goods in **THE MANUFACTURERS' JOURNAL**, Brooklyn, New York. Write us.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

PEOPLE who want to reach Western readers with their business should consult the **Billings (Mont.) TIMES**. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. **M. C. MORRIS**, Proprietor.

THE PULASKI (N. Y.) DEMOCRAT, est'd 1850; Republican; published every Wednesday morning; eight pages, seven columns to the page; length of columns, 22 inches; subscription \$1.00. Inquiries for rates promptly honored. **BYRON G. SEAMANS**, editor and publisher.

KEY WEST, Florida. Read and advertise in the **Key West ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. **J. T. Ball**, Mgr.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH PUB. CO.**, Wrightsville, Pa.

AFIDAVIT—**J. E. P. Boyle**, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. **E. P. BOYLE**, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. **S. E. TRACY**, Notary Public in and for Harris County, Tex.

TO NEWSPAPERS.

LARGE New York department store will make exclusive arrangement with newspaper publishers in Connecticut and New York towns to act as local representatives. Very profitable and permanent deal, involving little trouble. Address **LAURENCE ELKUS**, 9 East 16th St., N. Y.

CARBON PAPER.

WILL exchange Carbon Paper for advertising. **WHITE-ELD CARBON PAPER WORKS**.

TYPEWRITING Carbon Paper in perforated books of 25 sheets delivered in your office for 75 cents. **WHITEFIELD CARBON PAPER WORKS**, Red Bank, N. J.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.**, N. Y. City.

BUSINESS CHANCES.

WE want men of ability to handle our line of goods through agents and to introduce to the trade. The four letters **P-U-S-H** will guarantee you \$2,500 to \$5,000 per year. Don't answer unless you have some cash and the word **Push** stamped on your face. Our reference is **R. G. Dun & Co.** What is yours? That's the **MAGIC MANUFACTURING CO.**, Ann Arbor, Mich.

DISTRIBUTING.

H **HOWE ADDRESSING CO.**, 308 So. 4th St., Philadelphia. **A** Delivery by special messengers of Calen- **A** **A** dars, Pamphlets, Books, Circulars, Cata- **A** **A** logues, etc., with or without receipts. **A** **CCCCCCCCCCCC C C CCCCCCCCCCCCCCCCCC**

ADVERTISING NOVELTIES.

BRONZE letter openers. Send for circular. **H. D. PHELPS**, Ansonia, Ct.

\$500 IN genuine Confederate money for only 25c. **CHAS. D. BARKER**, Atlanta, Ga.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

BOOKS.

READY-MADE ADVERTISEMENTS. Messrs. **Geo. P. Rowell & Co.**, 10 Spruce St., New York, send the **Cavat** a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—**Caxton Cavat**.

The book will be sent to any address upon receipt of one dollar. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on economical plan. We will tell you how to do it. J. HARTLEY, 15 Vandewater St., New York City.

LIST of Real Estate Investments that are increasing in value at the rate of 30 per cent a year free for your business card. F. W. DECKER, L. Box 225, Atlantic City, N. J.

ADDRESSING MACHINES.

MYERS BROS. Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine* Co., *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE KOSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in *Printers' Ink*. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

PRINTERS.

4x6 in. Circulars, 27 cents. 6x9 in., 50 cts. per M. A. BENN, Amsterdam, N. Y.

1,000 RESTORED postal cards, \$10.35; 5,000, \$50.50, including printing. Get a free sample. FINK & SON, Printers, 4th & Chestnut, Philadelphia.

PRINTERS—Publish a shop journal. We supply the copy. Write on business stationery. THE PUBLIC EYE, Madison, Wis.

A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK PRESS,** 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

W. M. WOODHOUSE, JR., Trenton, N. J., writes store papers.

COPY for short circular, \$2, cash with order. JED SCARBORO, 352a Halsey St., Brooklyn.

EDWIN S. KARNS, writer and promoter of profitable advertising, 5 571 E. 43d St., Chicago.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

I WILL successfully handle, at reasonable cost, advertising appropriations of firms not having an advertising manager. ADWRITER HOFFMAN, Lock Box 597, Philadelphia.

NOTICE—8 years' successful advertisement writing qualifies me to advertise one's business profitably. Specimen ads, 3 for \$1. E. W. VOORHEES, Box 1412, New Haven, Conn.

LAUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

HENRY FERRIS, 1049 Drexel Building, Philadelphia, *Ad [H] mark,* ADVERTISING.

I write, illustrate, suggest, and sometimes advise—when the other man doesn't know more than I do. Most of my customers are a good deal richer than I am, which I think is a good sign. Special agent in Phila. for *PRINTERS' INK*.

WE make a specialty of writing, designing, illustrating and printing distinctive booklets, folders, mailing cards, car cards, etc. We submit specimens on request—provided the request is on stationery with a business heading. L. H. BLAWSON & CO. (Successors to Blawson & Graham), Transit Building, New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, *PRINTERS' INK*, 10 Spruce St., New York.

"SEEING is believing"—'tis often believing that something similar to what I have made for others might profit the man to whom I send samples of my work. Most of my best clients saw some of my "doings" before giving me their first order. Is it any wonder that I gladly send collections of samples to correspondents interested beyond the postal card limit? I make Catalogues, Booklets, Price Lists, Folders, Mailing Cards and Slips, Newspaper and Trade Paper Ads—indeed, everything in trade literature. FRANCIS J. MAULE, 402 Sanson St., Philada. I usually make unusual things.



**At This
Office,**

10 Spruce St.,
New York.

Geo. P. Rowell & Co. Advertising Bureau keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

Receive and Forward

advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

A GOOD ADVERTISING AGENT

can place any line of advertising more effectively and more economically than any advertiser can.

If you wish to ADVERTISE
Select the best AGENT you know
Let him place ALL of your advertising
Deal frankly with him
Take his advice.

Your business will then be
WORTH his careful attention

He will serve you faithfully
and wisely.

If you wish to advertise anything anywhere at any time,
write to

GEO. P. ROWELL & CO.,

ADVERTISING AGENTS,

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, DEC. 4, 1901.

NEITHER big words or big type can magnify a small advertising idea.

THE average daily circulation of the Scranton (Pa.) *Times* during the months of September for the past six years is, renorted to have been as follows:

September, 1895 (Est.), 3,250; September, 1896, 7,165; September, 1897, 7,934; September, 1898, 12,027; September, 1899, 14,187; September, 1900, 17,330; September, 1901, 19,417.

WHELOCK'S Pharmacy, Kalamazoo, Mich., issues a vivid folder of eight pages, full of drug store talk. It has considerable to say about the filling of prescriptions, their efforts to discriminate in the selling of patent medicines, recommending only those that are reliable and safe, their wines, liquors and sundries and their store policy generally. Such a folder ought to be effective in securing a very desirable class of trade for a pharmacy.

F. W. AYER, of Philadelphia, more than thirty years ago, when barely out of his teens, established what became the largest and best newspaper advertising agency in the world. Twenty years later, without surrendering his advertising agency, Mr. Ayer assumed the management of the Merchants' National Bank of Philadelphia, and within the past five years the deposits of that bank have, under his management, grown from three to more than fifteen million dollars.

ADVERTISING theories are of no value unless one possesses the requisite experience and judgment to apply them.

FIREWOOD is the latest commodity to be advertised in the mail order field. H. S. Hutchinson & Company, New Bedford, Mass., advertise driftwood from old whaling vessels in New York dailies. The wood, which is saturated with chemical products from copper sheathing, is famous for its changing hues when burned in open fireplaces.

THE activity of American manufacturers shows no signs of abatement, whatever the conditions in other countries. At least this appears to be true, measuring the activity of manufacturers by their demand for raw material from other parts of the world which enter into their great industries. The recent figures of the Treasury Bureau of Statistics show that the importation of manufactured articles during nine months ending with September, 1901, were not only larger than those of last year but larger than those of any year in the history of our commerce and industries.

AMERICAN manufacturers are invited to exhibit at the Crystal Palace, London, from May to September, 1902. Space has been set aside for machinery, locomotives and railway appliances, ship building, automobiles, bicycles, typewriters, natural and agricultural products, prepared and canned foods, drugs, vehicles, leather goods, stationery, lighting, heating and sanitary appliances, textile fabrics, clothing, musical instruments, photographic goods, optical, educational and scientific apparatus, arms and ammunition, architecture, decoration, lithography and the fine arts. It is believed that the coronation of King Edward next summer will draw enormous crowds to London from all parts of the world, and those who have the exhibition in charge are working to make it the largest and most important exposition of exclusively American products yet shown in the United Kingdom.

THE J. B. Barnaby Company, of Providence, R. I., sends several large ads, which appeared in the Providence dailies for criticism. The Little Schoolmaster is pleased to say that they are exceptionally good ads, well written, prices conspicuous and the display remarkably good.

"COLONIAL Administration" is the title of a publication which will be issued by the Treasury Bureau of Statistics as a part of the monthly summary of commerce and finance. It is understood to be the personal work of the Chief of the Bureau, Mr. Austin, who recently visited the capitals of colonial departments of the European Governments with the purpose of obtaining information regarding the methods applied in the government of colonies. The work is devoted especially to the government and development of colonies in tropical and sub-tropical territory, and the method by which this relationship between temperate zone nations and tropical areas becomes mutually beneficial to the people of both communities.

MANY advertisers are of the opinion that "keying" is useless, and that a knowledge of mediums is more to be desired than an infallible system of letters, misspelled street names or transposed office numbers. Very few of the large advertisers make attempts to trace each reply. It is said that enough people mention publications voluntarily to give aggregate ideas of where replies come from, and that those who will not mention mediums can seldom be tricked into doing it. Sometimes a courteous request in unhackneyed language will bring a large percentage of letters mentioning mediums—some such sentence as "Won't you tell us where you saw our advertisement?" But the study of a medium's advertising pages, its reading matter, its readers and the other factors that give it a peculiar quality of circulation, is the better way of keying. When an advertiser is sure of his mediums he has little need to worry about replies.

SINGULARLY enough, the ponderously heavy ad seldom carries weight with readers.

THAT all great business men have been great advertisers is not coincidence, but simple cause and effect. Men like Barnum and Lipton began by keeping small shops in side streets, but they were not content to remain obscure. First and foremost they turned to advertising. It mattered little that they had no large sums to spend in dignified advertising. They took the best means that their capital would afford, and though their initial ventures in advertising were generally outlandish and crude, they served the purpose of letting people know that Barnum and Lipton were keepers of small shops—better small shops than those of thousands of their contemporaries who never rose in the world. As fast as their fortunes grew they increased their advertising expenditures, nor did they ever reach a point at which they thought they could dispense with publicity.

PRINTING your name so many hundreds of thousands of times is not advertising. There are magazine and newspaper writers in this broad land who have been printing their names under indifferent "stuff" steadily for the past decade, but they are known only in a small circle, and none too well there. Every community has its prophet in this kind. When a Kipling comes along, however, and publishes a Mulvaney story, the news spreads like a prairie fire. In one bound such a man becomes better known than all the hacks combined, though he may print only a couple of stories and have his name in a few issues of a single magazine. Edwin Markham's "Man with the Hoe" made its way farther and more quickly than all of E. P. Roe's novels. People knew it before they even cared to know who wrote it. By the same rule it is the ad that makes the advertiser known. His name is merely a tail to the kite—and the public is interested only in the matter that carries it.

MANY a current of advertising thought is lost in a flood of words.

THE streets are full of good advertising ideas, and men who regularly get up advertising matter soon learn how to find suggestions in the faces of people, in the cobblestones, under cars and cabs, and in the windows. It is an established fact about writing that few persons think continuously while the body is at perfect rest. The mind is most active when the body is employed in some light mechanical exercise, such as walking, gardening or angling, for it is thus detracted from external objects and concentrates upon any subject that is taken up. Brain workers soon learn how to turn this concentration to account, and steady practice develops a habit of thinking upon subjects that are in harmony with their work. The streets of cities, being filled with good advertising, are naturally more productive to an adwriter than to other classes of writers and most of the best men in the craft abandon their desks when their stocks of ideas need replenishing.

THE reputation of a borrower for integrity and reliability has more to do with giving credit than his mere ability to pay. It is interesting and instructive to note the difference in the ability of young men starting out on their careers to gain confidence. Of two young men who have had equal advantages of opportunity and education; who, apparently, possess equal business ability; and who start out in the same city under practically like conditions, one will rapidly gain credit at banks and jobbing-houses while the other cannot get any foothold whatever. People seem to be afraid to trust him—not because he is vicious or dissipated, but because they are not certain of his integrity. They do not feel that he can be depended upon under all circumstances. Unlike the other young man, he has not cultivated the one thing upon which all credit is based, a character above suspicion, a reputation without reproach.—*Success for December.*

"ANTIPHLOGISTINE," an antiseptic surgical dressing, made by the Denver Chemical Manufacturing Company, 451 Washington street, New York, is advertised to the medical profession in a 32-page booklet of an especially high grade. The preparation is sold almost exclusively to physicians, and the booklet is therefore designed for a special class. It is illustrated with thirteen fine photographs from models, reproduced by a color process. These illustrations show methods of applying the dressing to different parts of the body, and are accompanied by text that is made up largely of testimonials from leading physicians who have used the preparation, and who give their experiences with it in many diseases and emergencies. For a booklet fitted to the people it is intended to reach this little volume is one of the best that has come under the Little Schoolmaster's eye in a long time.

THE advertisement that tries to be "art" and fails is about the most useless thing in inanimate nature. It is best described in the words of the tall man from the West who tried to drink out of one of the cups at the fountain in front of Grace Church, New York. These cups are in the form of sea-shells, shallow and secured by a very short chain. After the tall man from the West had quenched his shoes and shirt front in an effort to quench his thirst from one of them, he pronounced it "A darned, good, artistic idea—but an awful bum cup." Art is always simple, and, moreover, is practical. The booklet that hides its meaning in bizarre, unreadable type is not art, for it cannot serve the purpose it was intended for. The halftone magazine page that resembles a weather map in complexity of curves and ornamentation can never be art, for it is useless. Art is simplicity, and one of its prime requisites is clearness. As soon as it ceases to be comprehensible it is not art at all, but something else—something for which the world has never taken the trouble to evolve a name.

For thirty-three years the American Newspaper Directory has had but one publisher, and he asserts that during all that time its circulation ratings have never once been influenced by partiality or any motive of business advantage. The *Mail Order Journal* of Nov. 20, 1901, says of him:

Geo. P. Rowell is considered not only the best-posted man upon circulation in the country, but also the squarest, when it comes to rating circulation of newspapers in his American Newspaper Directory. A reputation like this is not the fruit of one day's labor. It is the result of years of work on a task that is exceedingly difficult.

The Scranton (Pa.) *Times* of Nov. 22, 1901, said:

The American Newspaper Directory, published by Geo. P. Rowell & Company, has for many years been esteemed an authority upon matters of circulation. It is generally admitted that no consideration of patronage or the withholding thereof can induce this publication to give to a newspaper credit for a circulation which it has not. An exaggerated quotation in the Directory means fraud on the part of the publisher who secures it.

THE silhouette "line cut" is becoming a rival of the halftone for first place in the esteem of advertisers. Even the magazines, with their good paper and presswork, show a large proportion of "line" work, and most of it is in silhouette. The silhouette is striking, and it also holds its place upon its decorative possibilities. There are, roughly, two kinds of advertising cuts—those which illustrate and those which decorate. The last is somewhat the larger division, for not all articles need illustration. Of those that do, some require photographic illustration, and to use other than halftones for them would be far worse than running pictureless ads. No pen-and-ink sketch can do justice to a shoe or a piece of furniture. But there are many simple articles that can not only be pictured adequately in black and white, but in silhouette, and be at once illustrative and decorative. So these articles are being pictured that way, for the difference in cost between "line" work and halftones is considerable, while the effects that can be got makes the silhouette preferable even where there is no question of saving money.

THE ideas that are used in some of the magazine ads to-day are every whit as clever and ably handled as some of the better ones in *Life's* skits. They may not be the same kind of ideas, but they require the same kind of brain to produce and work them out.

THE most prominent piece of outdoor advertising in New York at the present moment is the "Turkish Trophies" bulletin upon the roof of the Hotel Bartholdi in Madison Square. The board is not so large as some that have been erected in other parts of the city, but it has the novelty of an unique position, and is illuminated every evening by rows of concealed incandescents. The board is all white, save the lettering and the Egyptian girl, and looms up across the square in a way that commands attention from any one who is in the neighborhood. It is the work of the O. J. Gude Co.

IN connection with a recent article in PRINTERS' INK relative to the "American Press" of London, presided over by a Mr. Louis M. Porter, a traveling correspondent for this paper was asked to see Mr. Porter when in London, and get from him what information he could relative to the "List of American newspapers" he was representing in that city. Mr. Porter's offices were found to be elaborately furnished, having the appearance—as the reporter writes—of a "rich graft." Three calls were necessary before an interview could be obtained with Mr. Porter, and the third time the dainty typewriter lady in the front office, on consulting her employer within, ushered PRINTERS' INK's representative into the sanctum. Mr. Porter received the reporter courteously, but absolutely refused to give any information as to what American papers he represented. He said that the visitor was the second representative of PRINTERS' INK that had called upon him on a similar errand, and seemed surprised that the Little Schoolmaster should take so much interest in his affairs. But he reiterated that he had absolutely nothing to say for publication.

HUMOR is an undesirable, uncertain quantity in advertising, yet, upon the other hand, it is not wise to describe goods too solemnly. The sign over a pile of pathetically "under-priced" trousers in a Bowery window, reading "Latest Fall Styles—Just Received—\$1.25 Per Pair," smacks of the melodramatic—even the tragic.

THE quality of workmanship in the latest overcoat is shown by the fitting at neck and shoulders (according to those who are wise in clothes). Therefore, a Chicago tailor guarantees that "when you get your overcoat at Mossler's you get it right in the neck." The epigram is certainly bright enough to make people think, and the probability is that, even though they think too far, they do not doubt Mr. Mossler's methods of dealing.

THOSE who make the most effective use of testimonials nowadays seem to favor single letters from well-known people rather than a circular, booklet or newspaper ad crowded full of solid agate opinions from the lesser members of the human family. Proprietary testimonials are still designed to cover a wide range of diseases and localities, but where the commodity exploited is one that fits the same side of all natures—a novel, a breakfast food or a camera, say—the single testimonial is considered most effective. The testimonial is perennially profitable as an advertisement, but it is likely to become dry reading in quantities. Therefore, wise advertisers apply the blue pencil, cutting out date lines, stock phrases, such as "Yours very respectfully," "Dear sirs," and "Some time ago I had occasion to give a thorough trial —." It is agreed that readers can imagine this part of a testimonial for themselves, and that the nearer any man's good word resembles a quotation that greater is the chance of its being read. Two lines are as good as a letter, and one or two abbreviated letters are equal to a hundred long communications of the old fashioned kind—rather more than equal, for they stand a better chance of being read.

YOUR advertisements ought to have a tone of dignity about them. Let the people know that you are after business, not charity.

THE renewed attention to trade conditions between the United States and the American countries lying south of her borders, due in part to the meeting of the Pan-American Congress in the City of Mexico, lends special interest to a statement by a British official in Mexico, Consul Biorklund, which has just reached the Treasury Bureau of Statistics. That officer calls attention sharply to the fact that in the one American country at the South with which the United States has satisfactory transportation facilities, Mexico, the trade of the United States has vastly outgrown that of other nations.

THE man who succeeds in this century, since he must always have helpers, must know men; he must be able to weigh them, to comprehend their breadth; he must be able to estimate them, to understand their weaknesses, as well as to appreciate their strong points. The art of seeing possibilities and getting the best work out of employees is a very great one. Many a man has those in his employ, or at his command, who could further his designs, solve many of his problems, and increase his business; but he overlooks them in his search farther afield for efficient helpers. It is a great mistake for employers to stand so far apart from those they employ as to be unable to gauge and study them. A person who allows those around him, for want of understanding or appreciation, to remain fallow, so to speak, while he spends time, money and patience in a search for great minds who can form great plans, is like a child who, entirely overlooking the food which is on his plate, clamors for more of the same kind, which he sees on the table. He who fails to read, gauge and sound human nature and capabilities, is wasting or overlooking the seed which would mean to him a valuable harvest.—*Success for December.*

"THE Making of a Dry Goods Store" is the title of a neat 32-page booklet sent out by the W. C. Houghtaling Company, Battle Creek, Mich. The philosophy and *raison d'être* of the establishment are set forth in an introductory portion of the little volume, and then follow short, terse talks upon dress goods, linings, underwear, corsets, linen, as well as a word to men upon the advantages of buying haberdashery in dry goods stores. The book is one that will doubtless be kept by every woman who receives it, for it contains prices and other data that make it of value as a reference. It is, to the Little Schoolmaster's mind, an excellent example of an excellent kind of advertising for dry goods stores.

Ads can never be made too plain. The very fact that an advertiser considers too commonplace to print, is generally the fact that readers want most. All summer the daily papers have been harping on the subject of King Edward's coronation, yet in the thousands of columns that have been printed about dresses, ceremonies and stage management in general, there is hardly any mention of the actual date of the thing itself. If a bundle of New York papers for the last six months were sent to a man in Mars, he would have no means of finding out whether King Edward had been crowned or whether the event was to take place in the future. Most readers of newspapers are Martians in these little matters. The "speech from the throne" style of writing in favor with editors presumes that dates are known to everybody. They will write of an international yacht race with sublimest egotism, ignoring dates and heading dispatches "Sandy Hook" as though everybody in the United States knew where it lay. This pose is wrong in newspaper writing, and far more wrong in advertising. Therefore, put into your ads the fact that "everybody is supposed to know," and you will be certain to print one that everybody does not know—or has forgotten.

EVERY advertiser is a seed and nurseryman, and the conspicuously successful seed and nurserymen are advertisers.

A. SIMONSON, 933 Broadway, New York, dealer in hair goods, for years has used a cut in his advertisements representing a lady with both of her arms up to her hair, arranging it. So thoroughly has this gentleman become identified with the cut, that when his friends meet him they greet him by assuming the exact attitude and pose. This is one of the striking results of steady advertising. The advertisement has made such an impression that even his friends cannot see him without thinking of it.

In exploiting its edition of Shakespeare the University Society, New York, sends inquirers a copy of Walter Bagehot's essay, "Shakespeare, the Man," for six cents in stamps. There is a notably good piece of mail order wisdom in this plan. In the first place, this essay is usually sold for fifty cents in bookstores, and is known to many people who do not care to pay that amount for it. So, by sending it thus, the Society is sure to find readers of Shakespeare and people who will be interested in an edition of his works. Second, the essay is a good bargain at six cents, and none of those who receive it will doubt the Society's integrity. It is almost equivalent to a commercial rating. Third, few of the people who are not interested in sending for the essay would be interested in Shakespeare's works, while, lastly, many who would be interested in Shakespeare, but who would not take the trouble to send for circulars, will send for the essay. After the first inquiry a second letter becomes an easier matter. The "scheme" is of a piece with that of the company which gave away doilies a month ago to advertise its embroidering silks. Advertisers are finding profit in the plan of giving a small present before getting down to trade—a plan that was used with the best results in our forefathers' traffic with the Indians.

MULTUM IN PARVO.

The column rule is the chief enemy of the ad. Advertisers have found this out in developing small spaces. The thin thread of black is not a sufficient barrier between an ad and its neighbors, for one thing, while it is next to impossible to allow a white space margin around the actual type that will

inches single column do duty for a page. Hard thought has been given to the problem of separating

CLERKS



Established 1862.
\$9,000,000 Deposits.
26,500 Depositors.
4 per cent. interest.

who spend all their income are likely to remain clerks. Employers don't repose confidence in spendthrift employees—Save your money and get out of the old rut—become independent—an employer—not an employee. You can bank with us by mail.

Mention this paper when you write, and we'll mail a valuable booklet on Money Making.

PITTSBURGH BANK FOR SAVINGS,
Smithfield St. & Fourth Ave., Pittsburgh, Pa.

BANKING BY MAIL.



Established 1862.
\$9,000,000 Deposits.
26,500 Depositors.
4 per cent. interest.

This, our original system is a great success. Not a dollar has miscarried in the six years it has been in operation. No matter where you live you can do your banking with us as safely as if you resided in Pittsburgh. We would like to tell you more about it.

Mention this paper when you write, and we'll mail a valuable booklet on Money Making.

PITTSBURGH BANK FOR SAVINGS,
Smithfield St. & Fourth Ave., Pittsburgh, Pa.

small ads from their fellows. Various methods have been tried. The black plate with white lettering was considerable of a success

make it stand out of itself, unless the space is increased beyond desired limits.

Space is rapidly becoming a



A Wholesome Tonic

Horsford's
Acid
Phosphate

Taken when you feel all "played out," can't sleep and have no appetite, it nourishes, strengthens and imparts new life and vigor.

A Tonic and Nerve Food.

Genuine bears name "Horsford's" on label.

Jump Over the Counter!

Don't spend all your life in a poorly paid clerkship. Your wages are low because your place can be promptly filled by an untrained person. We train ambitious men or women, in spare time, for positions that pay well because special training is required for filling them. Success is above "the level of the crowd." Start to-day to rise. I. C. S. Textbooks make it easy for those already at work to

LEARN BY MAIL

Mechanical, Steam, Electrical, Civil and Mining Engineering; Ship and Foundry Practices; Mechanical Drawing; Architectural Drafting; Sheet Metal Work; Telegraphy; Teletography; Chemistry; Geometrical Drawing; Lettering; Book-binding; Stenography; Teaching; English Braille; Locomotive Running; Electrical Construction; German; Spanish; French. State subject that interests you.

INTERNATIONAL CORRESPONDENCE SCHOOLS,
Box 1011, Scranton, Pa.

until it became hackneyed. Unique cuts, odd faces of type, startling catch lines and other devices ran their course, but the hard, unrelenting column rules held their own, and each ad was still an oblong tile in the mosaic of the whole page.

But within the past year the problem has been solved, for a

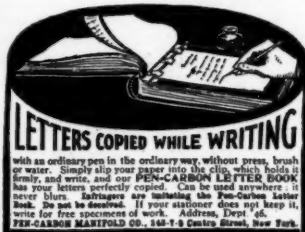
high-priced commodity, and much must be made of little. The most successful advertisers make four

time, at least. Right angles have been abandoned altogether in the



Messrs. Houghton, Mifflin & Company, 85 Fifth Ave., New York, invite the inspection of their new offices, where are exhibited the publications and engravings of the Plantin-Moretus Museum, founded at Antwerp in 1576. An Illustrated Catalogue sent upon request.

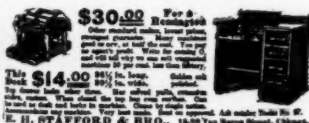
small spaces of the more progressive, studious advertisers, and by means of black borders and silhouette line engravings of odd shapes, small ads have been given outlines distinct enough to make them individual. The poster has been followed in most cases, and the effects of contrast have been utilized to an almost marvellous



LETTERS COPIED WHILE WRITING

with an ordinary pen in the ordinary way, without press, brush or water. Simply slip your paper into the clip, which holds it firmly, and write, and our PEN-CARBON LETTER BOOK has your letters perfectly copied. Can be used anywhere, it never blurs. Infringers are imitating the Pen-Carbon Letter Book. Do not be deceived. If your stationer does not keep it, write for free specimens of work. Address, Dept. 66, PEN-CARBON MANUFACTURING CO., 342-3 1/2 Centre Street, New York.

degree. Neither white nor black is so striking as a masterly combination of both. The ad for the International Correspondence Schools, herewith reproduced, would be a tame affair set in the full quota of space without its cut, while the Houghton, Mifflin & Company announcement, originally occupying two inches, would have been altogether lost had its

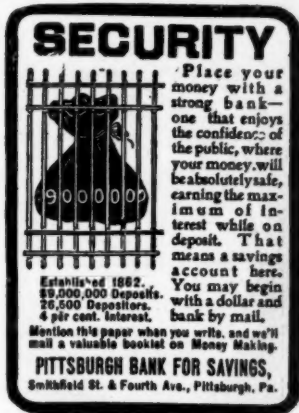


\$30.00 For a Hemming
Other standard tables, lower prices.
Complete furniture. Heavy construction
gold or silver, or both the best. For sale
the agent's price. Write for catalogue
and full list of all our well equipped
furniture 10 per cent. less than elsewhere.

This \$14.00 84 1/2 in. long. Golden oak
finish. 30 1/2 in. wide. 30 1/2 in. high.
Top surface 1/2 in. thick. See actual photo, complete
furniture. Write for the top list and catalogue. Can
be used as desk and table in kitchen. Comes 1/2 length.
Inexpensive and practical. Best value for money. Write for
E. H. STAFFORD & BROS., 13-15 Van Buren Street, Chicago.

border been replaced with a quarter inch of white space all around.

The copying book and rootball ads are examples of small spaces filled with ability, while hardly any reader of advertisements can swear to seeing the Angle Lamp ad in a position where it was in-

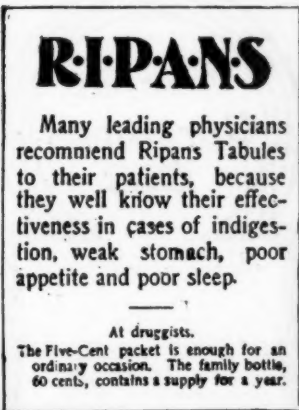


SECURITY

Place your money with a strong bank—one that enjoys the confidence of the public, where your money will be absolutely safe, earning the maximum of interest while on deposit. That means a savings account here. You may begin with a dollar and bank by mail. Mention this paper when you write, and we'll mail a valuable booklet on Money Making.

PITTSBURGH BANK FOR SAVINGS,
Smithfield St. & Fourth Ave., Pittsburgh, Pa.

conspicuous. The Frederic ad is one of an extremely "advanced" sort. These ads are only a few of many now appearing in magazines and dailies, and in each case the matter is "played up" far more



RIPANS

Many leading physicians recommend Ripans Tabules to their patients, because they well know their effectiveness in cases of indigestion, weak stomach, poor appetite and poor sleep.

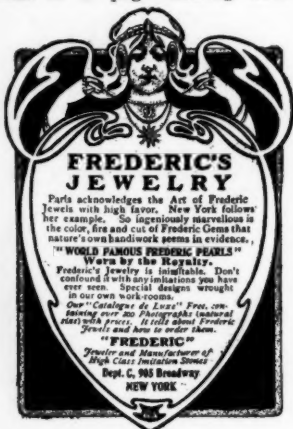
At druggists.
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

effectively than if it were surrounded with twice or thrice as much white space as is occupied by the engraving.

There is a marked tendency to develop small spaces in the adver-

tising of the day. The reader is not concerned about an ad's area, but about what it has to say. He is more likely to give preference to ads containing a few clear arguments for one or two articles than to a page dealing with a

magazines and dailies. In many cases his modest space represents all that he can afford. It is highly important that he fill it in a way that will give him a chance with his more pretentious neighbors. So he has studied black and white effects, processes of drawing and engraving, and type arrangement. He has studied them to good pur-



FREDERIC'S JEWELRY

Paris acknowledges the Art of Frederic Jewels with high favor. New York follows her example. So ingeniously marvellous is the color, fire and cut of Frederic Gems that nature's own handiwork seems in evidence.

"WORLD FAMOUS FREDERIC PEARLS"

Worn by the Royalty.

Frederic's Jewelry is imitable. Don't confound it with any imitations you have ever seen. Special designs wrought in our own work-rooms.

Our "Catalogue de Luxe" Free, containing over 100 photographs (natural size) with prices. It tells about Frederic Jewels and how to order them.

"FREDERIC"

Jeweler and Manufacturer of High Class Imitations Since 1861.

Dept. C, 985 Broadway
NEW YORK

whole bazaar. The department stores recognize this fact, and their page ads are now divided



Useful Christmas Gift

As nothing brings so much cheer and comfort into a home as good light, nothing can be so acceptable a Christmas gift as the Angle Lamp. It is the ideal method of illumination, being as brilliant as gas or electricity, giving no trouble whatever, and costing but eighteen cents a month to burn. Thousands of homes use it to the exclusion of all other methods, and once installed is a constant pleasure. Send at once for our Catalogue E. E. showing all styles from \$1.50 up.

THE ANGLE LAMP CO., 76 Park Place, N. Y.

into small spaces—are complications of small ads, practically.

And the small advertiser is having his day. He is filling up the



The Truth
can be told about

GREAT WESTERN CHAMPAGNE

without any concealment or perversion of facts.

It is pure and perfect, the acme of wine excellence, and offered at a less price than any foreign champagne.

PLEASANT VALLEY WINE CO.
Sole Makers, - - - - Rheims, N. Y.
Sold by all respectable wine dealers everywhere

pose. All of the advertisements here reproduced are excellent, all of them stood out in the publication in which they appeared, many of them are representative of the development of small space along some distinct line, and every single one of them will repay study.

THE ADVERTISING MANAGER.

First acquire for your advertising manager a man who has forgotten how to write advertisements—or never knew.

Don't mistake that advice. Nothing could be more serious, nothing have better intentions. The average advertisement writer, prattling of his "style" in writing, is an unsafe investment; you need a business man more than a litterateur. There is no necessity for fine writing, either in overcultured Boston, reposeful Philadelphia, that pandemonium called New York, avaricious Chicago, historic New Orleans or predestined San Francisco. What is needed is sense—that sense which can appreciate why a thing should be done in this manner or that; is progressive at all times and conservative on necessity; knows something of human nature; is quick to grasp the business value of an incident or occasion; can write good English and think nothing of it; has no time for senseless typographic acrobats; understands the fundamental principles that underlie all business, and can keep up with the current of the times in thought, fashion, art, politics, society, etc.—W. H. Baker, in Cahn, Wanpold & Company's "Chat."

PRETTY clothes often make the woman—but they do not always make the advertisement pull.—The Advisor.

Special Issue of Printers' Ink to Distillers

PRESS-DAY, DECEMBER 31

PUBLISHERS of first-class trade and class papers—leading dailies and weeklies, will easily recognize the distinct advantage which this special issue offers.

It is mailed to every *Distiller* in the country for the primary purpose to induce these people to become subscribers to PRINTERS' INK. Wines, liquors and other beverages are advertised on a larger scale than ever before, and, if you have a proposition which will interest these people, you can bring it to their attention in PRINTERS' INK more forcibly and cheaper than through any other channel.

Advertising rates, \$100 per page. Smaller space pro rata. Address orders to

Printers' Ink

10 Spruce St., New York

ADVERTISING A CHURCH.

Considered from the standpoint of possible results, it is a matter of surprise that we see so little church advertising in these progressive days. Aside from the stereotyped notices in the papers of Saturday, or, possibly, the announcement of the engagement of some noted evangelist for a series of extra meetings, church advertising is irregular and spasmodic.

There is no reason why churches should not advertise with the same zeal and regularity as the department stores.

Is it not a fact that when Moody and Sankey toured the country it was advertising that crowded their meetings? If the rule held good then as to advertising, it must hold good now.

At present there is running in the daily *Press*, of Asbury Park, N. J., a series of well-displayed advertisements of the Congrega-

People having no church home will find a cordial welcome in the Congregational church, Emory street and First avenue.

The truths of the Gospel applied to the problems of life every Sunday in the Congregational church, Emory street and First avenue.

Sermon to young men on Stepping Stones and Stumbling Stones next Sunday evening, Congregational church, Emory street and First avenue.

A helpful hour of worship Sunday morning and evening. Mid-week service Friday evening. Seats free. Good music. Practical preaching. Congregational church, Emory street and First avenue.

tional Church in that city. Struck by the style of their get-up as well as the frequency with which they appeared, I made inquiry and learned they were the work of the pastor of the church, Rev. Dwight E. Marvin. I called upon Mr. Marvin and had a pleasant chat relative to church advertising. There are twenty places of divine worship in the immediate vicinity. The Congregational Church is the only one that advertises. My first question to Mr. Marvin was:

"Why do you advertise your church?"

"The church is a business center for the Lord," was his rejoinder; "and, therefore, as business men we need to conduct our church affairs on purely business princi-

ples. And advertising is one of these principles. For this reason I take space in the paper every day in the week—"keep everlastingly at it," to borrow the phrase. I find it best to keep the church before the people all of the time. As to space, I take from one inch (never less) to eight inches daily, regulating the number of inches by the importance of the occasion. The greater amount of space, naturally, is taken toward the end of the week, with the approach of Sunday. I keep the ad going the first of the week that the church interests may not grow cold. Why, sir, advertising is as essential to a church as it is to any business."

"Do you change copy often?"

"Every day, sir—every day. No two advertisements are ever alike, except it may be for certain reasons an ad is repeated, say, about once a month—an ad that has brought good results, for instance. I write all my own advertisements, and I believe in giving the reading public something fresh each day. The people will get in the way of not only reading the ads but to looking for them."

"Speaking of results," I said, "have you any way of determining the same, any definite assurance that your advertising is a profitable investment—that it pays?"

"Perhaps I can best answer you by giving an illustration, a comparison. On a recent Sunday evening a stranger occupied a nearby pulpit. His coming was not advertised. By actual count there were just eighteen people in his audience. Our church was crowded that evening, and I ascribe the large attendance to the fact that our services had been advertised during the week."

Mr. Marvin's talk was entertaining. More, it was profitable. Here was a minister who believed in and practiced advertising. So I went a little further.

"Do you use any means of advertising aside from the paper?"

"Yes. Every non-churchgoer is legitimately a prospective customer of mine. No proselyting, you understand. My efforts, outside of the newspaper, are aimed at that large class of people who

have no permanent church home. I keep a card-index of every one of these. Once a month I mail them a printed reminder of the fact that the Congregational Church is willing and anxious to receive them. I try to make my circular, or folder, or whatever it may be, as entertaining as possible. I find this a good plan, and it reaches many people."

"Though your main dependence is placed in the newspaper," I suggested.

"Well, after what I have already told you, it is hardly necessary to ask me if I believe in newspaper advertising. I have found out its value long ago, and it is a wonder to me that more ministers do not make the same use of newspapers."

Mr. Marvin, I learned, has made a study of advertising journals and the methods of advertisers. The pages of the *Little Schoolmaster* are familiar to him. He has many good ideas of his own, but it not averse to receiving the suggestions of others.

J. E. QUINN.

READY FOR THE HOLIDAYS.

The business man who has been waiting for a surer prospect of trade before commencing his advertising has no longer any excuse for being out of the newspapers. The holiday season is so near at hand, and the activity in placing holiday stock is so great that it behooves the wise business man who cares for his own interests to be telling why his stock is better than others in order that he may get a share of what is coming to him. A great many people think the easiest time to advertise is in the holiday season. This is true to a greater or less extent, but it is also true that when others are pushing business, displaying better stock than usual, and offering attractive goods at attractive prices, it is necessary to have something to say which will offset the statements of others and bring the goods you have to offer prominently before the people for their consideration. It is better to start early on this holiday campaign in order to have the first chance at the business that comes at this season. Every business man who makes a specialty of something appropriate for Christmas giving should start to-day to convince his neighbors of the desirable character of his stock and the features which will make his holiday selling stand out in the best manner possible. — *Advertising World*.

GENEROUS SPACE used in the *Book-keeper*, Detroit, will bring mail orders for anything which business people will buy in this way. — *The Advisor*.

A GROWING CIRCULATION.

It has often been asserted that no newspaper with an increasing circulation (whether increasing rapidly or moderately) can afford to make a circulation report for the *American Newspaper Directory* because by the time its circulation rating, based on the report, appears in the Directory, the circulation will be larger than the Directory gives it credit for, and the paper will suffer accordingly. — *PRINTERS' INK*, Oct. 16.

To overcome this difficulty, so far as it is in their power to do so, the publishers of the Directory permit a newspaper publisher, who has a growing circulation, to insert a "Publisher's Announcement" in position immediately following the Directory description, wherein the newspaper man may tell to the user of the Directory just what he, the newspaper man, anticipates the circulation of his paper will be for the year to come, which, after all, is just what the advertiser wants to know.

INTERNATIONAL MONTHLY; literary; one hundred and fifty pages 6x9 $\frac{1}{2}$; subscription \$4; established 1900; Frederick A. Richardson, editor and publisher.

Circulation: Actual average for 1900, 7,058; for a year ending with June, 1901, 17,036.

Publisher's announcement.—The above statement accords with the rules of this Directory. It fails to show the substantial increases made during the best months of 1901. The actual average for four months, March to June, inclusive, gives the **INTERNATIONAL MONTHLY** 21,753, exclusive of free copies, returns, etc.

Above is shown, from the September issue of the Directory, the report of the *International Monthly*, published at Burlington, Vermont. The charge made by the Directory for the publication of Publishers' Announcements is 10 cents a word for each quarterly issue, or 25 cents a word for the four issues that appear in a year. The announcement shown costs \$5.30 for one quarter or \$13.25 for the four issues in a year.

REINFORCE YOURSELF.

Most of us are constantly doing things which, though not actually wrong, tend to weaken, rather than to reinforce or strengthen us. Our great study should be, not to allow our energies to run to waste through negative or harmful actions, but to reinforce ourselves continually by positive activity in the right direction.

The man who sticks to the truth, who always does the manly, noble thing, however it may affect himself, will find the reaction upon his own character has been salutary. He will find himself reinforced tenfold for the great battle of life. — *December Success*.

Why Young Men Should Read PRINTERS' INK.

There are many reasons why every young man should read PRINTERS' INK. No matter whether you contemplate adwriting or not, it will be of inestimable value for obtaining the cream of such knowledge.

A few reasons are here presented.

Because, first of all, it is acknowledged by adwriters of prominence as "The Little Schoolmaster in the Art of Advertising." A schoolmaster, not tyrannical, but impartially administering the rod or giving words of cheer, as needed for correction.

A friend will always correct your faults, while an admirer may condone, so PRINTERS' INK is the friend alike of professional and amateur.

Because therein are set forth the mistakes as well as the successes. If there is one thing which really teaches it is the failures of others. What to avoid often becomes as important as what to do.

Because adwriting is in its infancy; an opening exists in every line of business for your skill in construction of ads that will pull trade.

Because you clearly have an advantage over your brother worker who does not know how to write them, and if you begin business for yourself the advantage of starting right is half the battle.

Firms, corporations or individuals must have publicity. If you are prepared to assist them your tenure of position is more certain.

PRINTERS' INK is the best guide, because it tells not alone what is being done in one section of the country, but is the nation's reporter of advertising.

When you have spread before you weekly such an array you can appropriate what is needed for your line, and at home receive the credit for being up-to-date. Soon your adver-

tising for others will advertise you to firms who are looking for good men—a step higher, which is the object of your life.

It is not promised that PRINTERS' INK will make good adwriters of all who read, but this proposition is good: those who have latent talent will develop it, while those who are good adwriters will become better ones.

It will teach you how to approach more people in less time; to understand the weak points in the advertising of your competitors; to use to the best of advantage the space paid for by your employer or yourself.

As Holy Writ says, "With all thy knowledge get understanding." PRINTERS' INK gives you the understanding. There are hundreds of men equally proficient who can sell goods if people will come and buy, but you want to be different—make your services indispensable to your employer by bringing them to him. This you can do if you follow carefully PRINTERS' INK advice, because it is past master in schooling for this class of young men.

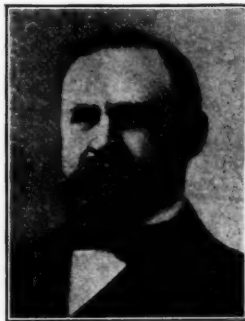
Paradoxical as it may seem, it will make young

men old hands at the business and renew the youth of old adwriters. Hence to remain up-to-date writers as you grow old you need the companionship of PRINTERS' INK. It contains much knowledge in small space, and is the cheapest tuition you ever paid when you consider value received.

It is a constant inspiration to young men to ever move forward along commercial lines, and points a moral always by showing that lies may win for a short period, but he who makes a great success must have, first, merit; second, honesty; third, push; and to the last add continuity.

GEO. W. SMITH, M.D.

Macon, Missouri, Nov. 16, 1901.



GEO. W. SMITH, M.D.

Published every Wednesday. \$5.00 per year. Sample copies, 10 cents. Address, with check,

GEO. P. ROWELL & CO., *Publishers,*
10 SPRUCE STREET, NEW YORK.

FROM FARMER BOY TO MERCHANT IN TEN YEARS.

C. O. PEACOCK, ONE OF PHILADELPHIA'S WELL KNOWN ADVERTISERS.

By John H. Sinberg.

Peacock's rapid growth and progress is the talk of the Quaker City. Hundreds of Philadelphians remember when Peacock was his own errand boy; when his store fixtures consisted of a single dry goods box; when his place of business was a little room in the rear of a loft, which could only be reached by a rickety flight of stairs. That was only in 1896—five short years ago. When he started in business at that time he traded over a packing box and sold from samples. When the day was over he personally delivered the goods to his customers. He now occupies the spacious building at 909-911 Market street. From a dry goods box the lining counter has grown to over one hundred feet. The ribbon stock has been increased, as well as the notions, linings, silks and foulards and trimmings, of which the Peacock store makes a specialty. Mr. Peacock has found that women will climb to the second floor for his bargains, in the face of the arguments of his friends, who insisted that a second floor store would never be a success, and now that he has secured the first floor and occupies the entire building, his place has been crowded with the best class of shoppers at all hours of the day.

The story of Mr. Peacock's success has been told once by PRINTERS' INK, but that was merely an account of the extraordinary growth of his business. Facts which are new, and told by Mr. Peacock himself, should prove of interest.

I had been observing the Peacock advertising and noticed its gradual increase from fifty lines single to one hundred and twenty-five lines across three and four columns, from announcements devoted to linings almost exclusively to cards of nearly everything in the line of women's wear, and decided that a chat with Mr.

Peacock should be productive of some fresh and interesting data. So I called on him. What impresses one at first glance is the splendid organization and the system which works there. Although the store was crowded with buyers, there was no visible rushing, pushing and no noise. Everything was in excellent order. Here is a Peacock innovation worthy of particular mention. In almost every store in Philadelphia, when a purchase is made and paid for, the salesperson takes the goods and money and yells: "Cash," or "Boy" or "Girl." Nothing of this sort is to be observed at the Peacock store. When a purchase is made—and everything is on a spot cash basis—the girl or man who did the selling merely taps a bell, which is fastened on each counter, and in response to its ring a girl promptly takes the merchandise to the proper department. All unnecessary noise is obviated. In fact, "order is the first law of the Peacock store," and the shelves, counters and tables all bear evidence that this rule is strictly adhered to. The store is roomy, and contains all modern conveniences and comforts for shoppers.

"Mr. Peacock, I don't wish to talk 'shop,' but do you know I should like to hear you tell me the story of your progress. I know you are self-made, and I want the story of yourself, not merely as a business man, but prior to that stage of your career. I mean when you worked for others."

He looked at me with his keen, sharp eyes for quite a while. Finally he replied:

"Strange as it may seem, but I was just thinking of it. In fact, I have been in a reminiscent mood all morning. I can't tell why.

"About ten years ago a farmer's boy came to Philadelphia. He was minus money and minus friends, but he had what is often worth more to a man of business than either—he had great capacity for work, a willingness to do it, and a determination to succeed. That farmer's boy was yours truly.

"It did not take me long to get a position, for from the very first

I meant business and was going to win. I secured a place in one of the big stores and invariably tried to do twice as much work as I was paid for. I worked like a beaver and rose quite rapidly, so that it was not long before another big store wanted me as assistant manager; and it was not much longer before another concern—not a store—wanted to pay me still more and offered me quite a responsible position.

"Thus I was working hard all day long and attending a business college in the evenings, trying to improve my knowledge of the theory of commerce; I was getting plenty of 'practice.' In this way I spent five of the first years of my residence in this city. Meanwhile I said to myself that if I am worth a certain sum to my employer, I ought to be worth at least twice as much to myself. Then I started in business for myself. My capital consisted of \$47 in cash, and everybody, especially my business friends, declared that I could not possibly succeed in a big city like Philadelphia. I started business at 729 Filbert street, in the rear of a small loft, and all I had for store fixtures was a packing box. I had no stock, nothing to show except samples of linings, and I sold only to dressmakers. I was my own office manager, errand boy, salesman and porter; painted my own steps—did almost everything myself. But the dressmakers saw that I was in earnest and believed that what I said about the goods was true, and they patronized me and my 'store.' At that time I had to go to the wholesalers before I was able to buy direct, and get them to give me credit, and then I would shoulder the goods and deliver them to my customers.

"But all this time I was not living either at the Bellevue or the Walton hotels, let me tell you, and my lunches generally cost me the munificent sum of ten cents. But I had the pleasure of seeing my business grow with leaps and bounds, and in a few weeks the packing box became too small; then I got some goods; put up some shelves and counters—nailed

them up myself, and improved the general appearance of the place. When I got \$200 I commenced to advertise—spent half in one advertisement; but my locality was so far out of the shopper's district that I could not interest the general public. But I was not discouraged in the least. I stopped advertising for a while and began to save money again, until I made up my mind to move to 909 Market street, second floor. As soon as I located there and prepared for business, the wholesalers realized that I was going to amount to something and extended to me all the credit I wanted. So I started in to advertise once more, and from the start in this new store the advertising was a success.

"When I first rented the new store the rent was too great for my business and I sub-let part of the space, but gradually the business grew and the tenants retired one by one, and finally I took the whole upper part of the building. All this time I was advertising constantly and working up a wholesale business among the dressmakers throughout the United States, and now I have the largest business of its kind in the country. This was making good progress, but I took the entire earnings from the wholesale business to build up my retail branch of it by advertising, and I am not sorry that I did it. I have added several new departments to the business, so that we are now selling laces, silks, ribbons, art needle work, embroidery, handkerchiefs, corsets, lining and dressmakers' findings.

"To my mind a young man's best asset is the determination to get there. One of my favorite mottoes is, 'Advertise.'

"PRINTERS' INK? I have often sat up into the hours of the morning to the great detriment of my eyes and rest reading it word for word. I think it is the best guide, teacher and adviser that any young and old advertiser can have."

THOUSANDS of men lack the courage to advertise—even though they know it is the right thing to do.—*The Advisor.*

This is your advertising department if you wish it. You can use it just as you would in your own office—but more economically.

Attach it to your business, and you will have a better advertising equipment than any one in your line could possibly afford to maintain.

Fifteen writers and ten artists, each with some special ability; some business men also—one hundred and fifty of us all told—as much as you need of the services of part, or all, of us is yours at a cost you really cannot afford not to pay.

The same energy, force and ability that have built this business and have been helpful to a thousand good concerns surely should be valuable to your business, if properly applied.

Have you a specialty or a department that you would like to see moving faster?

It is part of our business to study such problems and to devise practical plans for gaining the result desired.

Possibly some particular territory produces less business than it should. We can remedy that.

Give us the facts and tell us what you wish to accomplish. The details are our business, subject to your O. K.

Ask for the booklet—“*Increasing the Output*”—free.

CHARLES AUSTIN BATES

VANDERBILT BUILDING, NEW YORK

TECHNICAL TRADE TERMS.

By Gordon L. Elliott.

While most writers are acquainted, in a general way, with the technical trade terms in vogue in newspaper offices and publishing houses, many do not know the meaning of the half hundred or more in use daily. Writers who are but semi-professional, or who make writing a side line, know even less of the realm where the foreman is a potentate to be bowed down before and worshipped; where every bit of manuscript is "copy"; where all articles are "stories," and where the general name for reading matter as a whole is "stuff."

All copy is handled in a manner peculiar to the particular office in which it happens to find itself, yet the same general methods prevail. All newspapers have numbers for their heads. Articles are spoken of by their head rather than by their size or length. If a reporter brings in a story to a city editor the latter does not tell him to make it six inches long, or three sticks long, or order its length to be 500 words. He simply says, "Make it an eight," and the reporter knows and does. Each head has its particular number and all reference to matter contained in the paper by reporters, editors, compositors and foreman is by number. And so on with reference to other lines of the work.

Below are given definitions and explanations of a number of the most common terms in use in newspaper offices and publishing houses:

Feature—To feature means to give the article especial prominence, because of its being exclusive or for other reasons.

Lead—The "lead" to a story is the opening paragraph or series of paragraphs; in some offices down to the first sub-head.

String—Clippings kept by correspondents to show the number of columns of matter they have sent in during the month. Some papers require strings to be sent in with bills for correspondence.

Machines—Linotypes or other typesetting machines invariably go by the common title "machines."

Slug—A slug head is a head which necessitates slugs to fill out the vacant spaces in the lines. Therefore one set in large letters in pyramidal or other form so that letters do not make out the full line.

Solid—Matter is set solid when there are no leads between the lines; leaded matter has one lead between lines; double-leaded matter, two, etc.

Indent—Indented matter is set in the width of an "m" quad from the column lines, or the distance from the lines on both sides that first lines of paragraphs are commonly set off from the left column line.

Advance—To advance stuff means to secure advance copy and forward it by mail in order to save telegraph tolls, or to forecast a result. In this way convention results for the late afternoon are forecasted at noon, and the paper on the street often before the occurrences actually take place. Of course ludicrous mistakes sometimes occur.

Special—A story sent by wire or mail by a special correspondent. It is marked "Special" to distinguish it from the Associated Press or other syndicate service.

Date line—The line at the beginning of a "Special" or story, giving the name of the town and the date.

"Thirty"—A telegrapher's term meaning "the end." Editors sometimes mark it at the end of articles which have been sent to the composing room piece-meal to indicate to the foreman that he has the story entire.

Kill—Matter already in type is "killed" when no longer of use, and once "killed" is dead. The latter term applies to type left standing on the composing stone.

Railroaded—When there is such a rush in the composing room that the proof-readers do not have time to revise the proof and order the corrections made the stuff is said to be "railroaded." This only happens on first editions, extras and the like, and can always be detected by the number of typographical errors.

Forms Down—When the "forms

go down" in a printing office it means that they are closed and that no change can be made in the paper without recalling them from the press-room.

Pi Line—A pi line is a line cast by a linotype. When an operator makes a mistake, unless it is a small one, he simply runs the keyboard with his fingers to make up the line. The appearance of a pi line indicates carelessness on the part of the compositor, proof-reader or foreman.

Extra—An extra is an edition of the paper other than the regular mail and street editions. It is usually so marked.

Stick—A stick of type means about twenty lines. The name comes from the number of lines a composing stick will hold.

Put Up—All newspaper stories are "put up"; never written. The representative of a certain paper is the "Journal man" or the "Chronicle man," instead of a reporter for the *Journal*, etc.

Run—A reporter's "run" is the territory covered by him.

Scoop—A scoop is a story secured and published exclusively by one paper.

Time Copy—The name given to clippings and other filler kept constantly set up for use in case of emergency. It fills the same purpose as "boiler plate" in a country office.

THE TRADE-MARK.

A trade-mark is a certificate of character. It embodies the memories and reputation of the founders of a business, and the activities and enthusiasms of present management. It stands for something which the public has learned to respect. It is a symbol of worth, an attestation of value, a notice as to the essential merit of the thing.

A man's name on a note measures the sum of his financial and moral reputation. A man's card, by the consideration it excites, tells of his social status. The preacher is advertised by his pulpit reputation; the surgeon by his skill in operations; the lawyer by his legal lore and his eloquence. These are the trade-marks of the professions. The mercantile trade-mark, in that it stands for merit, is not a whit different, except in kind. Its value depends upon the extent of the popular appreciation of that merit.—*Keystone*.

NEVER deal the second time with people who have thrown you down in the past—they may promise to do better but the chances are they will not.—*The Advisor*.

CLASS JOURNALS ARE NOT CHEAP.

NEW YORK, NOV. 15, 1901.

Editor of PRINTERS' INK:

You may be interested (as I have been) in the advertising rates boldly published in every issue of *Bonfort's Wine and Spirit Circular*. Having occasion to look up the rates of that paper, I was astounded at the prices asked, considering the circulation, etc., of the paper. The idea of holding a page at \$750 a year, and one-quarter page at \$240, or at the rate of \$1,060 a year, is absurd. With the limited circulation I should like to call your attention to, and have your view of, a large and apparently prosperous trade paper doing business on these lines.

Yours truly,
J. DONOVAN.

Bonfort's Wine and Spirit Circular is published semi-monthly, in New York City, and is credited by the American Newspaper Directory with an average circulation in excess of a thousand copies. Its advertising rates are given as follows:

By the year: One whole page, \$750; one half page, \$400; one third page, \$300; one quarter page, \$240; per inch single column four to a page, \$20. Half-yearly contracts, 10 per cent additional. Quarterly contracts, 20 per cent additional. On covers and pages opposite reading matter, double rates. Single insertions, per line nonpareil, 25 cents.

The circulation is all among a specified class. As compared with local weeklies, the rate charged by *Bonfort's* may be said to be about ten times too high, but when compared with class papers generally they are about normal. Many a class journal gets as much as a thousand dollars a year for a service that in a secular weekly would be thought dear at fifty dollars. That is one reason why so many people are able to make fortunes out of class journals that to a casual observer appear of small importance.

THE ACORN CLUB.

In the recent campaign in this city probably no organization outside of Tammany made itself felt, seen or heard, so much as the Acorn Club. The "Order of Acorns" was organized by Joseph Johnson, Jr., a newspaper man, and was formerly on the staff of the *Atlanta Journal*.—*Newspaper Maker*.

WHAT IT NEEDS.

A campaign for publicity needs originality, inspiration, intuition and good sense. Each has its place in making successful advertising.—*Advertising World*.

THE GREAT DAILIES.

Below is printed a complete list of all American dailies to which the December issue of the American Newspaper Directory for 1901 accords a circulation rating of exceeding 75,000 copies. It should be noted that letter ratings, in the Directory, are only given to papers that will not, or do not, furnish information upon which an exact and definite rating, in plain figures, may be based. On this point it may be noticed that the great dailies of New York are singularly reticent.

San Francisco (Cal.)	Chronicle.....	79,924
	Examiner.....	A
Chicago (Ill.).....	News.....	275,879
	Record-Herald.....	154,120
	Tribune.....	75,000
Boston (Mass.).....	Globe.....	194,744
	Herald.....	A
	Post.....	152,228
Detroit (Mich.).....	Tribune.....	74,852
Kansas City (Mo.).....	Star.....	95,652
St. Louis (Mo.).....	Globe-Democrat.....	89,690
	Post-Dispatch.....	100,759
	Republic.....	79,977
New York (N. Y.).....	Ev'ng Telegraph.....	129,355
	Herald.....	A
	Journal.....	A
	News.....	A
	Sun.....	A
	Times.....	75,000
	World.....	A
Cincinnati (Ohio).....	Post.....	136,125
	Times-Star.....	146,525
Cleveland.....	Press.....	107,290
Philadelphia (Penn.).....	Evening Bulletin.....	124,855
	Ev'ng Telegraph.....	88,436
	Inquirer.....	169,392
	Record.....	190,861

In another part of this issue of PRINTERS' INK space is given to a long letter from C. W. Post, President of the Association of American Advertisers, to James Rodgers, Advertising Manager for Harper & Brothers. The train of thought supposed by Mr. Post to be present in the mind of Mr. Rodgers is doubtless identical with that entertained by the proprietors of those great daily papers which do not allow their actual circulations to be made known and on that account have what are designated as letter ratings in the Directory. The letter rating, be it explained, is never given save to papers from whom information upon which an exact and definite rating in plain figures may be based is not obtainable.

NOTE.—If there is any daily, in the United States, actually printing an average edition of as much as 75,000 copies and not having a place on the above list, PRINTERS' INK would be glad to have information concerning that interesting fact.

ADVERTISING A CIRCUS.

The advertising of a circus is one of its most interesting features. Advance agents of the Forepaugh & Sells Brothers combination are responsible for the statement that they annually paste or distribute between ten and twelve million pieces of advertising paper. It is the method by which this vast amount of paper is spread to the public gaze that is most interesting.

The advertising of a circus is divided between three advance cars. One of these travels three weeks to a day ahead of the show, the second one is two weeks ahead and the third car goes one week ahead. Each crew has a different task to perform, and a vast amount of labor is involved.

The first car crew, which is composed of about thirty billposters and a manager, bills the town and the country roads leading out of the point where the show is to be given. Several lithographers and programmers decorate the windows of business places with rich and attractive lithographs and visit a great many residences and leave a sixteen-page courier containing elegant halftone drawings of prominent circus features.

A week later the city is visited by the second car, sometimes known as the "excursion" car. Men are sent on every outgoing train to bill the smaller towns on the railroads for thirty to forty miles around. They have completed their task by dusk and then return to the central point in time to catch their car, which then departs for the next city.

One week before the date of the show the third car makes its appearance to freshen the paper display wherever it has been damaged by the weather elements, and to complete whatever work the other crews may have overlooked in their rush.

In every city several teams are used to cover the country routes and the city billboards. Paste is manufactured on the car, which is provided with an engine and boiler. Ten barrels of flour are consumed daily by each car for paste.
—*Indianapolis (Ind.) Journal.*

POSSESS AN HONEST EYE.

A business man said that he once devoted half a day to hiring a man whom he needed in his office. In answer to his advertisement, a great many applicants called. He rejected the first because he would not look him in the eye. "The second man," said the merchant, "was armed with a double-barreled recommendation from his pastor, with testimonials as to his business ability and good character; but, though he looked me in the eye, I saw that we could never hope to get along well together, and so I dismissed him. The third interested me, the moment he stepped inside the door. He was poorly dressed, and, though his clothes were whole, they were at least two sizes too small. It was evident that his attire troubled him not the least, for he held his head high, and, as he approached my desk, looked me squarely in the eye. He said that he had no recommendation, that he had no business experience, but that he was willing to do his best to please me. In an instant it dawned upon me that before me was the man that I was looking for. He had nothing to recommend him save an honest, bright eye, and a pleasant face; but that was sufficient. I engaged him on the spot.

"Since then I have seen fit to advance him over a man who had been with me three years. The latter grumbled, but there was reason for my move—the new man had proved himself worthy of promotion."

Instances might be indefinitely multiplied of the value of an honest eye. That wonderful window of the soul, the eye, is a sure index to character. If you have it not, cultivate a bright, honest, straightforward look. It will more than repay your effort. Look up and fearlessly meet the eyes of those with whom you converse. Many a choice position has been lost through an indifferent, flinching eye; and many a coveted position has been won through a fearless, honest eye. That kind of eye is better than a hundred recommendations.—*December Success.*

QUEER WAYS.

The ways of some newspapers are queer when a publisher wants to convince a doubting advertiser of the pulling power of his paper. There are many ways it is worked. What do you think of this one? A publisher once determined to convince a large advertiser that his paper was a big paying medium. To that end he persuaded the advertiser to insert a large ad composed entirely of special items that would appear nowhere else. This was done. Thousands of extra copies were printed, and these were distributed by special carriers, who in delivering them called verbal attention to the special ad referred to. The ad paid, and all the other advertisers heard about it paying. But often since then this same advertiser has wondered why this particular paper has not remained as profitable as it proved to him on one of his first ventures. Some local advertisers would be surprised if names were published with this item.—*Rhode Island Advertiser, November issue.*

SOME GOOD ADVICE ON KEEP-
ING POSITIONS.

Always keep your promises. Your employer will never ask you to do more than is possible. Remember that an unfilled promise is as bad as a downright untruth. Live within your means. Never let a month pass that you do not put something in the bank. Saving is the first great basic principle in the foundation of success. Dress neatly and plainly, for an employer marks a man as a fool who apparels himself with extravagance and glaring colors. Never try to win the favor of your employer by slandering your fellow workers. Slander always sticks. Show kindness to your fellow employees, but do not let it be forced kindness, for that deserves no thanks. Resolve slowly, and act quickly. Remember, it is better to be alone than in bad company; that you cannot give your employer or yourself full value, if you try to work after a night of dissipation; that silence, like cleanliness, is akin to godliness, and that a clear conscience gives sound sleep and good digestion, and clothes one in an impregnable coat of mail.—*From "How to Get, and Keep, a Position," by James J. Hill, in December Success.*

NEVER be backward about letting the world know you have a good thing if you really have one—advertising will do this quickly.—*The Advertiser.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemptsville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves! You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

100,000 PEOPLE read PENNY MONTHLY Rates 10c. line. Send for sampls. Address PENNY MONTHLY CO., Youngstown, Ohio.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

On Christmas \$100 in gold will be given for best reason why every married man should read "What Happened to Wigglesworth," humorous book by W. O. Fuller, of Rockland (Me.) COURIER-GAZETTE. Particulars with each copy of book. Ask your bookseller about it.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

Great Britain.

GORDON & GOTCH

ADVERTISERS' AGENTS, Est. 1853.

15 St. Bride St., London, England.

THE FARMERS' INSTITUTE.

A monthly agricultural paper, with a circulation of over 3,200 copies each issue and occupying a field peculiarly its own. It reaches a buying class of people who want the best and have the money to pay for it. Write for advertising rates.

J. T. GALBRAITH, Editor and Proprietor,
CARBONDALE, ILLINOIS.

DONT FLOUNDER

Don't jump from one thing to another. The successful men are those who **LEARN SOMETHING** and stick to it. By our unsurpassed system of mail instruction you can learn any one of the following professions without giving up your present employment: **ILLUSTRATING, AD-WRITING, JOURNALISM, BOOKKEEPING, STENOGRAPHY, PROOFREADING.** We have successful students everywhere. The instruction is individual and the criticism personal. The lessons were arranged by men who have a universal reputation in their profession.

JUSTIN PAYABLE ON DAYS AFTER A POSITION IS SECURED. Don't flounder another day; write at once for free printed matter, stating what profession you prefer and soon you will be on the way to glorious success. **CORRESPONDENCE INSTITUTE OF AMERICA.** B 585, Scranton, Pa., U. S. &

EVERYONE WHO
KNOWS ANYTHING
ABOUT BUFFALO
KNOWS THAT
THE EXPRESS
IS ITS
LEADING PAPER.

The Cumberland Presbyterian

FOUNDED
1840.

The Official Organ of the Cumberland Presbyterian Church. The only paper of general circulation published in the interest of the 200,000 members constituting the denomination which it represents. One of the few religious papers which furnishes a sworn statement of circulation, and one of still fewer papers of any kind which place a positive guaranty between reader and advertiser. For rates or other information address

C. P. PUBLISHING HOUSE,
Nashville, Tenn.

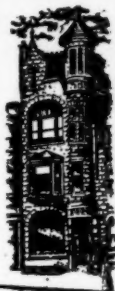
WANTED

An Advertising Man

We want a bright young man as advertising man. He should be a writer, a thinker, a discriminator and a learner. To merely write well is not enough. He must have the capacity to learn the goods he writes about, so he can base what he writes upon what he knows. In the beginning a salary of

\$2,000

will be paid. As the young man increases his knowledge of goods, so will his salary increase. Here is a particularly bright opening for a particularly bright young man. In answering this advertisement, applicants should tell who they are, what they are, what they have done and what they think they can do. Address WILLIAM FILENE & SONS (the largest specialty wearing apparel store in this country), Boston, Mass.



A Straight-Forward Declaration of Circulation

has been the

Chester Times'

policy for years.

We keep a detailed record of each day's circulation and furnish sworn statements upon application.

It is the only paper in Chester that makes its bills for advertising payable only on condition that the figures published representing its circulation are correct.

**Guaranteed Circulation over
7,500 Copies Daily.**

**WALLACE & SPROUL, Pubs.
CHESTER, PA.**

NEW YORK REPRESENTATIVE:
F. R. NORTHRUP. 220 Broadway

"THINGS IN MOTION SOONER CATCH THE EYE."—Shakespeare.

Shakespeare knew human nature very well, and it is the same in our time as his. Let us give you an idea of the splendid mechanical ads and moving figures we have built for the World's Largest Advertisers. It will mean money in your pocket to write us for a little book sent free on application. **Correspondence Solicited.**

The Store and Window Attraction Company
21 N. 13th Street, Philadelphia, Pa.

DO YOU WANT SOUTHERN BUSINESS?

THE CONFEDERATE VETERAN

Is taken by all classes. It officially represents

UNITED CONFEDERATE VETERANS. UNITED DAUGHTERS OF THE CONFEDERACY. UNITED SONS OF CONFEDERATE VETERANS.

Circulation average for 1893, 7,683; 1894, 10,137; 1895, 12,916; 1896, 13,444; 1897, 16,175; 1898, 19,100; 1899, 20,166; 1900, 20,356 and editions now are 21,000 copies. Nothing else reaches so generally the best people throughout the South.

Sample copies free. Order at once.

S. A. CUNNINGHAM, Prop., Nashville, Tenn.

RIPANS

One day an old friend said: "Are you troubled with dyspepsia?" I said: "Yes, and I don't ever expect to be cured." He told me to go across the street and get a box of Ripans Tabules. After using Ripans Tabules for three weeks I was satisfied I had at last found the right medicine, the only one for me.

At druggists.
The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

The Patriot

HARRISBURG, PA.

Actual average circulation
for year ending

OCTOBER, 1900,

7,831

DAILY.

**Only Morning
Paper.**

Established 1867.

Oldest Catholic Paper in the West.

WESTERN CATHOLIC

PUBLISHED BY THE
WESTERN CATHOLIC PUBLISHING CO.

Room 340, 53 DEARBORN STREET, Chicago, Ill.

C. E. MCGINNIS, Manager.

TEL. NO. RANDOLPH 302.

CIRCULATION 15,000.

THE CHURCH ECLECTIC

EDITOR—THE REV. ARTHUR LOWNDES, D. D., LL. D

ESTABLISHED 1871.

"THE CHURCH ECLECTIC" is one of the oldest and most influential publications of the Protestant Episcopal Church, it being the *only* Monthly Magazine of that Church. It has been published for 31 years, and until June, 1900, never catered for general advertising. Announcements in its columns now are bound to attract attention. It is profitable to you. It has a large clientele in every part of the United States. They are prosperous and liberal buyers. Its pages are filled with valuable matter and the numbers bound for future reference. The high character of the publication gives assurance to the reader that the advertiser and his announcements are meritorious.

Write for rates, etc., to ADVERTISING MANAGER, "THE CHURCH ECLECTIC," 144 Times Building, New York City.

EDWIN S. GORHAM, Publisher,

285 Fourth Ave., NEW YORK CITY.

Youngstown, Ohio, Vindicator

DAILY:
10,000

SUNDAY:
10,000

WEEKLY:
9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

TO LET:

Three offices at No. 10 Spruce St.

Rent, \$600, \$500, \$400, respectively.

Apply to Geo. P. ROWELL & Co.,
owners, on the premises.

Circulation Statement for 1901

Month	WEEKLY ISSUE				
	1st	2d	3d	4th	5th
Jan.	44,000	44,000	43,750	43,250	43,000
Feb.	43,000	42,900	43,900	43,000
Mar.	43,000	42,900	43,000	43,000
April	43,000	43,500	43,300	42,800
May	42,700	42,400	42,200	42,200	42,200
June	42,100	42,400	42,000	42,000

The Christian Advocate
"Official Newspaper of the Methodist Episcopal Church"

Grand total
aggregate copies
printed for
first six months of 1901,

1,114,200

Average weekly circ'n, 42,853

Send order direct or through any responsible advertising agency.

For advertising rates address

WILLIAM BALDWIN

Advertising Department

150 FIFTH AVE., NEW YORK

ALAMEDA COUNTY is a large orchard, as you know.

About 20,000 Portuguese reside in Alameda County, living from their orchards.

O ARAUTO,

established 1888 and published in Oakland, capital of Alameda County, is the oldest Portuguese paper in the county.

Seed and Nurserymen

can reach the Portuguese people only through the ARAUTO.

Send your ads directly to

J. DE MENEZES,
OAKLAND, CAL.,

or through

Geo. P. Rowell Adv. Agency.



1890

1901

Thirty Different Church Magazines published for thirty leading Churches of different denominations in Philadelphia, N. York, Washington, Boston, Buffalo.

ADIFFERENT MAGAZINE PRINTED

EACH DAY OF THE MONTH

for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hire's Root Beer, Electro Silico, Knox's Gelatine, Uneda Biscuit, Winslow's Syrup, Oakville Co. and many others, on *annual contracts*. These journals pay such advertisers and will pay you. Send for specimen copies and rates to **THE CHURCH PRESS ASSOCIATION**

200 South 10th St., Philadelphia, Pa.

THE UNITED BRETHREN

TWO STRONG PULLERS.

THE RELIGIOUS TELESCOPE

Circulation 20,300

Display 20 cts. Rates Reading 30 cts.

Is a weekly religious family paper, and as an advertising medium is recognized by a large list of conservative advertisers as most excellent, as attested by their continued and free use of its columns. No other publication can possibly serve an advertiser so admirably in reaching the individual constituency of the RELIGIOUS TELESCOPE.

THE WATCHWORD

Circulation 22,000

Rate per line 15 cts.

Reading Notices per line 25 cts.

This publication is the official organ of the young people's societies of the denomination, and its rapidly increasing circulation shows with what favor it is being received. What the *Golden Rule* is to the societies of Christian Endeavor, and the *Epworth Herald* is to the Methodists, the WATCHWORD is to the United Brethren.

The constituency reached by both above periodicals is a prosperous, well-to-do people in the Central and Central Western States. Excellent mediums for seedsmen and florists.

W. R. FUNK, Publisher,

L. O. MILLER, Adv. Mgr.

UNITED BRETHREN PUBLISHING HOUSE,
DAYTON, OHIO.

Trenton, N. J. (75,000 Pop.)

Has a surrounding country that can't be reached from any other center.
That's why the

**Trenton Times has had to purchase a Three Deck Goss Press
with Colored Supplement Attachment.**

This press is now being set up in the office of **THE TIMES**. It is the most elaborate press in the State of New Jersey, but it is absolutely necessary for the publication of the

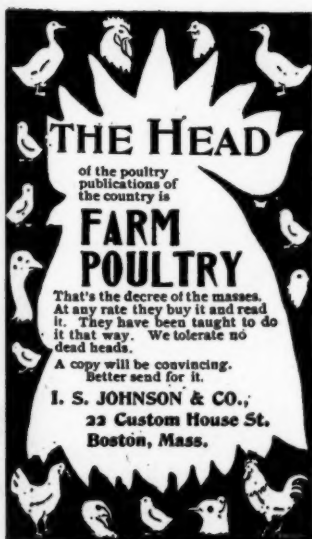
TRENTON TIMES (11,000 Circ.)

The Evening Journal

• JERSEY CITY, N. J.

"The Evening Journal is the best paper in the city."—*Statement of Jersey City Advertisers.*

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.



THE HEAD
of the poultry
publications of
the country is
**FARM
POULTRY**

That's the decree of the masses.
At any rate they buy it and read
it. They have been taught to do
it that way. We tolerate no
dead heads.

A copy will be convincing.
Better send for it.

I. S. JOHNSON & CO.,
22 Custom House St.
Boston, Mass.

THE Advertising World

72 Fleet St., London, E. C.,

is **the**

English Advertising Paper.

The only paper in Great Britain which covers the entire advertising field. If you want to know anything about English advertising or want English advertisements you have no chance but to advertise with us. We give you all the advice and information you are looking for and our paper goes to all the people you are after. Published monthly; \$1.60 per annum. Sample copy 8d., postpaid. Advt. rate, £5 per page.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Now is your time, Mr. Merchant, to get close to the heart and pocketbook of the Christmas buyer through your advertising. Instead of generalities of the "fine line of holiday goods" sort, go right through the stock and make a list of your really desirable gift goods and their prices and put that list in the paper.

That gives you a chance to take part in the planning of the Christmas purchases in hundreds or thousands or hundreds of thousands of homes, according to your field, when you might not otherwise be known or thought of. And it not only brings you a greater volume of holiday business, but gives you a chance to increase your number of attached customers, if your goods and prices and ways of selling are what they should be.

Offer every accommodation you can to the holiday shopper. Offer money back on any article returned within a reasonable time and in good condition. Offer to exchange, without charge or protest, either before or after Christmas, any purchase that can be exchanged without injustice to yourself or to other customers. Offer to lay aside any article, on payment of a small deposit, and to deliver it at the customer's convenience. Promise satisfactory service and prompt delivery—and keep your promise. If you can think of anything else that would make buying easier and more agreeable at your store than elsewhere, by all means do it and tell of it.

Perhaps none of the advertisements here reproduced is suited exactly to your needs, but there is probably one or more which, with the changing of a word here and there and the addition of your list, will serve you very profitably and save some valuable time.

A Sensible Christmas Gift Suggestion

When we tell you that our suggestion is a piano, the wisdom of it becomes apparent without unnecessary talk and argument.

The word piano when used by us doesn't mean a cheap thump box with a coat of deceptive varnish—far from it—the word here means a masterpiece in the art of piano building—an instrument perfect in mechanical construction—perfect in action—even in scale and created with a full round sonorous tone. Such a piano is the Stultz & Bauer, and the qualities we mention have made that piano famous.

There are many pianos not so good as the Stultz & Bauer—there are none better. If you pay more you are paying for a name, which you cannot afford to do.

The Stultz & Bauer Piano is guaranteed for ten years, five years longer than most pianos that cost more money, and is sold on more accommodating terms than other dealers offer.

Our time is always yours to demonstrate the superiority of the Stultz & Bauer.

Only Three Weeks

until Christmas, and three weeks is a short time when there are many to think of and to plan for. If, within that three weeks, there are books, pictures, cameras, gold pens, calendars or booklets to be bought, or pictures to be framed, we wouldn't have you forget that we are at your service. The opportunities for choosing the best kinds of gifts are very great in this store, and those who are "just looking" are treated with every consideration. If you have planned a picture purchase don't miss the beautiful things in our art room.

Fifty Winter Cloaks

to first 50 callers after 6 to-night at only \$1.50. We want to draw a crowd to see our second floor holiday attraction, and we're willing to pay for the crowd—consequently we will sell just 50 jackets to the first 50 callers at \$1.50. While they're not the latest styles, they're just as warm and good as if they were made up this winter. Some of these cloaks are best kersey cloth, silk lined, and sold as high as \$11.98. Be prompt if you'd be one of the fifty. Store open till 10 Saturday nights.

Ladies' Garters

All the world knows the famous motto of the garter, "Honi soit qui mal y pense," (Evil to him who evil thinks). To the pure minded there's nothing improper in the suggestion that a handsome pair of garters would make an acceptable present to a wife or sweetheart. Our holiday stock is an unusually choice one, and very moderate in price. Why not send her a pair?

Horse Blankets

Have you a better or more faithful friend than your good horse? Don't forget him when making your purchase of Christmas gifts. Here's his opportunity, and yours, too, if you value economy:

Rain Garments For Gifts

Women and girls don't stay indoors nowadays when it's stormy—so the Christmas gift may well be a mackintosh or some of the other forms of rain-proof wrap.

Women's, \$4 to \$24;
Girls', \$3.75 to \$5.

If for a gift, say so—we pack gifts in pretty boxes. A word of detail—

At \$4—Women's serge rain garments—navy blue, black, brown or garnet—double texture; with double cape. And we guarantee them to be waterproof and in every way right.

If that is obtainable for \$4, you may take the finer sorts for granted.

Umbrellas

After thinking of everything else perhaps you'll finally turn to umbrellas for that gift—a great many people do. And, so, we make provision for thousands of umbrella givers this year. You cannot go wrong if you buy your umbrella here.

Women's Petticoats in Christmas Boxes

Styles specially selected for holiday presents; nothing more acceptable, few things easier to buy—if selected from these offerings, at prices hardly more than present actual cost of manufacture. Patterns, colors and fabrics in the height of fashion. Here's a list of styles and prices:

Furs for "Her"

If you wish to present your wife, your sister or somebody else's sister with a handsome, substantial Christmas present by which you will be long remembered, select a good fur garment from our stock. It will cost you less here than at the exclusive furriers'. Just look over a few of our prices for to-morrow.

Ready

Our big basement toy department is ready for you. We wanted to say so ten days ago, but doubling the size of this department more than doubled the work of getting ready, and the sound of the hammer and saw will hardly have died away when you come in to see the long tables and shelves loaded down with the splendid toys that we've worked many weeks to gather and get ready for you.

Most of you who responded to our last year's invitation to visit our new toy department were surprised at the show of toys we made at that time—were surprised at the lowness of our prices. Come this year—to-day if you can—expecting to find more than double as many kinds of toys and more than double as many of a kind, at as low or lower prices than our last year's offerings, and you'll not be disappointed.

Gift Things from Our Furniture Floors

There's a legion of beautiful things about this store that will cause you to say: "Just what I am looking for." Furniture of the class we carry is not to be picked up here, there and everywhere. What we buy we control—remember that.

Ladies' Desks. Just as rich and dainty as you please. Some are of solid mahogany inlaid and copies of the antique.

Music Cabinets. No fewer than twenty styles of music cabinets in mahogany—and very beautiful they are.

Then there are dressing tables, book cases, rockers, parlor tables and wicker pieces in all shapes and sizes.

A Timely Suggestion

It is a good thing to decide what you are going to buy and get it off your mind. A smoking jacket is both appropriate and useful. Every gentleman should have one whether he smokes or not. They are so comfortable to lounge in of evenings at home. We have a splendid assortment at \$5, \$6, \$7.50, \$8.50 and \$10. Select one and we will put it away for you until Xmas.

Christmas Present For Your Wife

is a handsome tailor made gown, such as I turn out for the best dressed ladies of Hartford. The finest of workmanship guaranteed and prices to suit the ordinary purse. Orders taken now executed in time for Christmas.

Teachers' Christmas Salaries

We have arranged to advance the December salary of the Philadelphia public school teachers. The principals of the various schools can procure blank forms at our office, fifth floor; these are to be filled out and signed by both teacher and principal, and when presented any time this week at our office by the teacher named, will be cashed.

Books for Christmas

"A blessed companion is a book—a book that fitly chosen is a life-long friend."

Few Christmas gifts are as sure of proper appreciation as books—"fitly chosen" books—and not many that make as desirable gifts cost so little.

The largest stock of cloth bound books in Danbury is on our shelves, and the opportunities for "fitly" choosing gift books for old or young, grave or gay, are greatest here. We've many of the new books in stock, and we'll get promptly, and in many cases less than publishers' prices, any books you may want that are not here.

Books singly and in sets; books from 10c. to \$2.50. Let us have your book trade.

Silks for Giving

People are judged by their giving—a wrong gift is close to an insult, yet may be only the result of carelessness. Out-of-place gifts cannot be very welcome. While gifts should not be "swaps"—given to induce giving in return, still they may be too expensive, in that they involve confusing obligation.

Silks are safe to give—but only good ones (there are good of many kinds). Interested?

Four yards of pretty silk in a neat box—a waist pattern—\$2 to \$15.

Black silks, from waist lengths at \$2.25 to dress lengths at \$28.

Quite forty choices are yours, in the collection ready to-day.

Wilson Will Lay Aside the Christmas Gift

It is none too soon to have it laid aside.

Many have already had it laid aside.

His safe contains many such Christmas presents-to-be.

Here's a plan for you.

Buy the gift and pay a little down.

Make weekly payments till Christmas time arrives.

Then it's paid for and you've hardly noticed it.

Many do this.

The Wisconsin Agriculturist

*Last Year Broke All
Records in Seed Advertising.*

DES MOINES, Iowa, October 5, 1901.

Wisconsin Agriculturist, Racine, Wis.

DEAR SIR:

We find by our records that you are credited with 792 inquiries at a cost of about $3\frac{1}{4}$ cents each. This is a very low rate and we assure you that we expect to be with you for the coming season.

Yours respectfully,

IOWA SEED COMPANY,

Dic. by C. N. P.

Per Chas. N. Page:

If you did not use it last year, don't miss it this. To the many who did use it, nothing need be said. ∴ ∴ ∴ ∴

Quantity, Quality Price

These three points, which it is well to carefully consider when choosing an advertising medium, are especially identified with the three favorite mail-order periodicals, *Popular Fashions*, *The Fashion World* and *New Styles*.

QUANTITY.—The combined circulation of the three is **800,000** copies monthly. **QUALITY** is the very highest—all leading advertisers know this, and even our competitors are generous enough to acknowledge it. They enter **800,000** homes monthly and their arrival is eagerly looked for and anxiously awaited by every member of the household. They reach *Buyers* who depend entirely on the mail to purchase their goods, living, as they do, remote from the trade centers. In no other journal can you be so absolutely certain of results as with us.

PRICE.—The price is one we consider fair and one our patrons are satisfied to pay. To use the language of one of our advertisers, "*Popular Fashions*, *The Fashion World* and *New Styles* bring replies that make money."

Popular Fashions

\$2.00 per
agate line **500,000** COPIES
MONTHLY

Fashion World and New Styles

\$1.00 per
agate line **300,000** COPIES
MONTHLY

A GRAND GUARAN-
TEED TOTAL OF **800,000** COPIES
MONTHLY
Combined rate for all three, \$3.00 per agate line

LATE CLOSING DATE. *SPECIAL NOTICE.*—The January issues of our publications will not be mailed until after New Year's Day, in order to avoid the interference to the mail order trade incident to the holiday season.

JANUARY FORMS CLOSE DECEMBER 26.

Address all communications to

**POPULAR FASHIONS COMPANY, 79 Fourth Avenue,
New York, N. Y.**

Nearly every copy of
Conkey's Home Journal,
Over 200,000
Circulation,

Goes into the best homes in the smaller cities and towns chiefly of the Central and Western States. The musical features and many special household departments are the kind that please, and no other publication is more highly regarded by its subscribers. Seeds, nursery stock and incubators are not sold to people who reside in city flats. **CONKEY'S HOME JOURNAL** subscribers live in the smaller towns and cities generally in their own homes, and are the kind that think about seeds, nursery stock and similar articles. The January number will be held until December 20, and copies mailed after Christmas. Start the New Year right with an advertisement in **CONKEY'S HOME JOURNAL**.

Address for sample copy and further particulars,
W. B. CONKEY CO., CHICAGO, ILL.

According to the
American Newspaper Directory
for June, 1901, the

MADISON, WIS.,

**AMERICAN
THRESHERMAN**

is credited with the

Largest Circulation

accorded to

any threshing or milling paper

In All America.

EVERY READER A BUYER.

In placing advertising, seedsmen look for papers that are suitable for this class of advertising—papers that have paid this class of advertisers—that go to people who want seeds—that have places to plant them—that will buy them by mail.

No better mediums can be found than those which circulate in the small towns, villages and on farms. These people are interested in seeds. People living in large cities do not buy seeds. They have no place to plant them. Our papers circulate entirely in rural districts, small towns and among farmers—going to people who are in the habit of buying goods by mail—who do their shopping through the columns of our papers. During the season they will be looking for seeds and will want to know where to get the best. They will buy seeds from some house. Why not get in touch with them and secure some of their trade?

USE THE ELLIS PAPERS

and get your advertisement before over

TWO MILLION BUYERS

You get just what you pay for when you use our papers, as the circulation of each and every issue is **ABSOLUTELY GUARANTEED.**

THE ELLIS PAPERS ARE AS FOLLOWS:

The Paragon Monthly,	-	-	-	400,000
The Metropolitan and Rural Home,	-	-	-	500,000
The Gentlewoman,	-	-	-	400,000
The Home Monthly,	-	-	-	400,000
Park's Floral Magazine,	-	-	-	350,000

THE C. E. ELLIS COMPANY,
713-718 Temple Court Building, New York.
112 Dearborn Street, Chicago.

PROVEN CIRCULATIONS.

Why You Should Read Printers' Ink.

PRINTERS' INK assists you to make more money in your business. It is instructive and thought stimulating. Teaching advertising from a utility standpoint and treating the most important questions of publicity in an able and impartial manner—it saves many a dollar by timely advice or suggestions. American advertising has risen to a national industry and PRINTERS' INK is its ablest exponent and promoter. It's important to you what others are doing and how they are doing it. PRINTERS' INK costs you only Five Dollars for fifty-two weekly numbers; it may give you suggestions worth thousands of dollars. That's what others have said many times. If you wish to become a regular reader of PRINTERS' INK fill out blank below and send it with Five Dollars to

Printers' Ink, 10 Spruce Street, New York.

PRINTERS' INK,

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., N. Y.

Gentlemen:—

Herewith please find ^{check} money order for Five Dollars (\$5) in payment for one year's subscription to *Printers' Ink* from issue of

_____ 19

to _____ 19

To be sent to the following address:

19

Write Name and Address plainly.

Sentence of the Conspirators In the Milwaukee News- paper Case.

Municipal Court—Milwaukee County. The State of Wisconsin, plaintiff, against Albert Huegin, Andrew J. Aikens and Melvin A. Hoyt. November 20, 1901.

You may enter, Mr. Clerk, upon the pleadings in the case that the court finds each of these defendants guilty, as charged in the information.

The Court: The court has given the matter the best consideration that it is capable of, and the sentence is as follows:

That you, Andrew J. Aikens (Manager of The Evening Wisconsin), be punished by the payment of a fine of \$150.00, and \$67.10 costs, as taxed, amounting in the whole to \$217.10, and that you stand committed, until such fine and costs are paid, to the House of Correction of Milwaukee County, such imprisonment, however, not to exceed thirty days.

The same sentence was pronounced against Huegin and Hoyt. Huegin was formerly business manager of the *Sentinel*, but in no manner is he now connected with that paper. Hoyt is of the *News*.

Those three publishers endeavored to throttle the Milwaukee JOURNAL by combining to force advertisers out of that paper. The Journal Co. had them arrested and the case has been in the courts two years.

THE JOURNAL CO.

GREAT BENEFITS FROM
HOME TALK

**Only reputable advertisements
printed in "Home Talk."**

GLOVE-FITTING CORSETS.

LANGDON, BATCHELLER & Co.
345-347 Broadway, New York City.

*Mr. Wm. H. England, Editor of "Home
Talk," New York City:*

DEAR SIR—We take great pleasure in saying that the advertisement we have had in "HOME TALK" has been of great benefit to us. We find our customers appreciate this mode of advertising, and hope, as soon as our appropriation is fixed, we will renew our contract with you.

Yours very truly,

LANGDON, BATCHELLER & CO.

H. D. MILLER.

Dict. H. D. M.

Why don't you try

HOME TALK

**Advertising Rates \$1.00 per Agate Line.
Sample copy on request.**

HOME TALK, 325 Temple Court, N. Y.

Have You One?

Does your life contain an unusual experience, adventure, incident, hope, vision or romance? Can you put it on paper in a clever, captivating way so that it will make a short story worth reading?

Will You Sell It?

If you will enter your story in The Black Cat story contest now open it may win one of the following prizes. Even if it doesn't win a prize, if it's a story that IS a story it will be bought for cash. No story will be considered unless it is sent according to the conditions printed in The Black Cat. If your newsdealer hasn't it we'll mail you a copy for five cents. Write at once, as the competition closes in 90 days. The Black Cat has opened the path to profit for hundreds whom it has paid tens of thousands of dollars and whose addresses it will send you as references. Name or fame of a writer counts for nothing with The Black Cat, which pays the highest price in the world for stories judged solely upon their merit. Here's your chance to tell and sell your story.

\$10,285 in Prizes

1st. Tour of the World, 179 days, actual cost.....\$2,100	13th. Cash.....	150
2d. Automobile.....	14th. Cash.....	150
3d. Cash.....	15th. Cash.....	150
4th. Cash.....	16th. Cash.....	150
5th. Crown Piano....	17th. Round Trip, Bos- ton to Cuba.....	150
6th. Round Trip, Bos- ton to 'Frisco....	18th. Cash.....	125
7th. Cash.....	19th. Cash.....	125
8th. Cash.....	20th. Cash.....	125
9th. Angelus.....	21st. Cash.....	125
10th. Cash.....	22d. Cash.....	125
11th. Cash.....	23d. Fox Typewriter.	110
12th. Cash.....	24th. Oliver " "	100
	25th to 39th. 15 Cash	
	Prizes at \$100 each	1,500

If preferred, Nos. 1, 2, 5, 6, 9, 17, 23 or 24 may be converted into their cash equivalent, less the guarantee already paid to secure their delivery.

All cash prizes will be paid by certified check on The International Trust Company, of Boston. The Automobile, Crown Piano, Angelus and Typewriters will be delivered, freight prepaid, at any railway station.

The Black Cat
BOSTON, MASS.



There is but One Newspaper in Rochester

that has a larger circulation than

THE ROCHESTER TIMES

ROCHESTER, N. Y.,

and that one is a morning paper.

THE TIMES daily average circulation has increased more than 3,300 during the past four months.

THE TIMES circulation covers a trade area of more than half a million people.

THE TIMES reaches the buying population of Rochester and its vicinity towns.

THE TIMES is the Rochester paper for advertisers to use.

THE TIMES New York representative is R. J. Shannon, 1510 American Tract Society Building.

Everybody in Rochester and vicinity is talking about THE TIMES.

HAVE A LOOK.

Thin-Skinned

"You are more fitted for Wall Street than for the printing ink business," was the remark made to an ink man by a printer whose dignity was offended because he had been asked for a settlement of his account, which had been running ten months. This thin-skinned fellow recently failed for the second time in five years and the creditors will not receive five cents on the dollar. He would rather be charged fifty cents on credit than pay twenty-five cents cash in advance, but I suppose he knew his little book. However, I have my goods, while my competitors are whistling for their money. As Ben Franklin once remarked:

"He that sells upon credit asks a price for what he sells equivalent to the principal and interest of his money for the time he is kept out of it."

The credit ink men charge a rather high rate of interest, but of course they are kept out of their money many months, and oftentimes never get it. The printer who pays his bills helps to pay for the fellow who doesn't, so the ink man comes out about even. My customers all bear the same burden, for I make no exception to my iron rule of cash in advance.

My prices are net and the printer in San Francisco pays the same as the fellow in New York. I charge no interest, I make no bad debts. I share the saving with my customers. Send for my price list.

PRINTERS INK JONSON,

17 Spruce Street,

New York.

During the month of October, 1901,

THE Philadelphia INQUIRER

*made a larger increase in the amount
of advertising printed than any other
newspaper in the entire United States.*

This is shown by the following figures, which are furnished in almost every instance by the newspaper itself, and therefore officially correct. They show the total number of agate lines of advertising printed in each during the month of October last as compared with the corresponding totals for the same month last year, together with the number of lines gained over the preceding year's record.

		TOTAL LINES		GAIN
		Oct. 1901	Oct. 1900	
Herald.....	New York.....	773,725	670,828	102,897
Inquirer.....	Philadelphia.....	738,900	586,200	152,700
World.....	New York.....	703,546	613,632	89,914
Eagle.....	Brooklyn.....	643,901	607,424	36,477
Tribune.....	Chicago.....	633,282	530,700	102,582
Record.....	Philadelphia.....	574,500	477,900	96,600
Post-Dispatch.....	St. Louis.....	491,820	383,811	108,009
Journal.....	New York.....	461,558	442,637	18,921
Globe Democrat.....	St. Louis.....	431,976	380,331	51,645
Republic.....	St. Louis.....	411,669	397,188	14,481
American.....	Chicago.....	388,932	297,561	91,368
Plaindealer.....	Cleveland.....	383,400	307,125	76,275

In order that these figures may show a true comparison, they are all computed at the uniform measure of 300 lines to the column and fourteen lines to the inch.

Advertisers appreciate the significance of this continued growth, which means that the Philadelphia Inquirer is one of the Greatest Advertising Mediums in the World.

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building